DECEMBER 9, 1946

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

clues

– mostly obvious

IF, DURING THE YEARS, you've watched WOR's sponsors with any degree of interest, you've probably noticed names long associated with it. Names like Dugan Brothers, Breyer's, N. Y. Telephone Co., Beech-Nut, Pepsi-Cola. Names like Kellogg Co., General Foods, Bristol Myers. Names of America's smartest and most finicky local and national timebuyers. Such recognition is no mere coincidence. They like many things about WOR. Among them — the speed with which this power-full station accelerates the fingers which open pocketbooks in the majority of 4,704,675 homes with radios in a great, 7-state area containing 16 cities with more than 100,000 people each.

So, if *you* have a message to a people who respond to any good offer faster than a cat succumbs to catnip, you could do worse than follow the example of all those WOR sponsors who are among this country's shrewdest users of one of America's great stations. In fact, makers of good things who have not advertised them over WOR, have no idea how subtly and surely this station spreads a mood of welcome for them. But regular WOR advertisers have a very clear idea of this hard-to-describe advantage. The cost? Why, gentlemen, it's fundamentally a Scotch treasurer's idea of what ALL advertising should cost!

wor

– that power-full station at 1440 Broadway, in New York

MUTUAL

MODERN DISPATCHER

WLS ROUTES MERCHANDISE INTO MIDWEST HOMES

Like the railroad dispatcher who guides long trains through the yards and out to their destinations, WLS programs *move* *merchandise* on twenty-two-year-established routes, into Midwest homes.

$12,000 SHIPMENT

Listeners to the number of 15,623 requested a canning booklet offered in the summer. Another 7,261 ordered an assortment of shrubs priced at $1.69 — a $12,271 "shipment" routed to the family folks who respond so quickly to sales messages on their neighborly Chicago station —WLS.

Your merchandise will be "dispatched" more effectively through your outlets in Midwest America, if your story is told in the friend-to-friend WLS way. Write us or ask a John Blair man for all the facts on WLS constant audience response . . . on the retail and direct-mail sales stimulated throughout the Midwest.

WLS success stories are not heavy with any particular type of response. All kinds of products move the WLS family audience to buy or write—response comes from city, town and farm . . . from women, men and children.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

kiss 'em under the mistletoe

WPEN goes out of its way to win friends. It starts with good programming—giving Philadelphians the kind of entertainment they want. And it does a lot more.

WPEN talks up its shows weekly in Philadelphia's *Evening Bulletin*—the nation's largest evening newspaper. Unusual car cards brighten panels on subway, elevated, and suburban trains. 270 appliance and radio stores regularly post WPEN displays. And then there are mailers and streamers and stickers and stuffers and bumper strips . . . ad infinitum.

Results? WPEN now reaches more Philadelphians than ever before. Mistletoe-time—and all the time—WPEN's a favorite. That's why several score new advertisers came our way in '46.

We'll be glad to share with *you*, too, some Hooper ratings that glow with a holiday flush—*the whole year round!*

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WILL FM become successor to car card advertising? Ingenious plan now being discussed to have busses and street cars FM equipped, with sponsorship to be sold to national advertisers following Barron G. Collier pattern on national syndicated basis. Sets, immune from conventional traction noises, would be tuned during rush hours. Clarity of reception secondarily would sell FM sets to public.

SEN. WALLACE H. WHITE Jr., father of present radio law, torn between two political loves. He's slated to become Senate Majority Leader in new Republican Congress but covets Committee which he could have automatically except for more important leadership assignment. He'll try to get both and may do it even though Republican veterans are hungry for committee chairmanships.

SOME STATIONS wondering whether newspapers are using newsprint shortage as means of cashing in on radio program-list advertising. One such instance reported in Florida saw newspaper drop all program listings and then offer paid space to stations at regular rates.

IF CHARLES R. DENNY hadn't been appointed permanent chairman of FCC last week, it is thought he would have resigned from Commission. He has had several tempting offers lately to become general counsel of large corporations and also to go into private law practice.

PAUL A. PORTER, ex-FCC chairman who retired last week as OPA Administrator, met informally Thursday with presidential selection committee of Broadcast Music Inc. to discuss assumption of presidency. BMI board meets Dec. 10 for action, with odds-on bet that Porter will accept presidency. Question might arise whether Porter will be available for occasional special assignments at President Truman's behest.

STATE DEPT. quietly setting up Government-industry committee of 12 to formulate U. S. proposals for worldwide high-frequency broadcasting conference, scheduled for next year during World Telecommunications Conference. Industry would be represented by one member from NAB and one to be selected by shortwave broadcasters. Forney A. Rankin, former assistant chief, International Broadcast Division, OIC, slated for chairmanship.

CZAR PETRILLO apparently less inclined than ever, since Chicago court victory in Lea Act case, to catch up on correspondence with NAB President Justin Miller. AFM head hasn't answered last several letters inviting him to resume love fests started last spring.

IMMEDIATE result of Federal court's order prohibiting broadcasting from building in which John L. Lewis trial was held [BROADCASTING, Dec. 2] will be protest from Radio Correspondents Assn. Committee meeting planned for this week in Washington, with members unanimously agreed to take action.

Upcoming

Dec. 9: Color Television Hearing, FCC, 10 a.m., Commerce Dept. Auditorium, Washington.

Dec. 9: NAB Research Committee, 10 a.m., Hotel Statler, Washington; BMB Forum, 2 p.m.

Dec. 9-11: Demonstrations of Nielsen Radio Index, 500 Fifth Ave., New York.

Dec. 11: RMA Board of Directors, Biltmore Hotel, New York.

Dec. 13: Quarterly meeting, MBS Board of Directors, Chicago.

(Other upcomings, page 72.)

Bulletins

TRANSCRIPTION companies at late Friday meeting in New York offered AFRA 20% salary increase. Offer likely to be considered tonight (Monday) at special AFRA national board meeting. Board also expected to consider latest proposal of networks (story on page 20).

WATL Atlanta granted CP Friday increase from 250 w unlimited to 5 kw unlimited, directional night, moving from 1400 to 1380 kc. FCC reconsidered Nov. 21 decision setting request for hearing.

SETTLEMENT of controversies between Russel M. Seeds Co., Chicago, and Grove Labs., St. Louis, resulting from transfer last spring of advertising to other agencies, confirmed late Friday (earlier story page 71). Amount undisclosed.

RECORD TUBE OUTPUT

NEW RECORD for receiving tube production, 21,183,524, set in October, Radio Manufacturers Assn. announced Friday. Ten-month total, 159,120,562, far ahead of prewar output. October production, 15,262,937 tubes for new sets, 5,122,183 for replacements, remainder for U. S. agencies and export.

P. O. EXEMPTS DISCS

TRANSCRIPTIONS and other recordings exempt from Post Office Dept. embargo on shipment of packages, but shippers asked to keep packages under 5 pounds and within 18-inch length and 60-inch length and girth combined wherever possible.

Post Office original Order 33433 issued Dec. 3 failed to include transcriptions in list of items exempt from bargo. They were included in exemptions Friday under Item 8, which covers second class matter and mats for newspapers, since these disseminate public information.

Business Briefly

GROWERS ASSN. SIGNS ● Growers Assn., San Jose, Calif., Dec. 15 starts *Surprise Theatre With Knox Manning* 52 weeks on 13 CBS Pacific stations, Sun. 7:25-7:30 p.m. Agency, Long Adv. Service, San Jose.

FOX HEAD NAMES ● Fox Head Waukesha Corp., Waukesha, Wis. (Fox Head 400), planning to expand radio, appointed Reincke Meyer & Finn Inc., Chicago, to handle national advertising.

CARNATION RENEWS ● *Carnation Contented Hour*, Mon. 9 p.m. (CST), renewed 16th year full NBC network by Carnation Co. effective Jan. 6. Agency, Erwin, Wasey & Co.

KVET APPOINTS ● KVET Austin, Tex., 1300 kc, 1 kw, appointed Forjoe & Co. national representative. KVET manager, John B. Connally. War veterans own station.

ARTHUR MURRAY SPOTS ● Ruthrauff & Ryan, New York, reportedly will start spot campaign for Arthur Murray School of Dancing.

ALLIED ARTISTS PLACES ● Allied Artists (national motion picture distributing company) appointed Buchanan & Co., N. Y., to handle advertising. Radio included in $250,000 budget for film, "It Happened on Fifth Ave."

FURRIER APPOINTS ● Penn Fifth Ave., N. Y. (furrier) appointed Julius J. Rowen Co., N. Y., to handle advertising. Radio will be used.

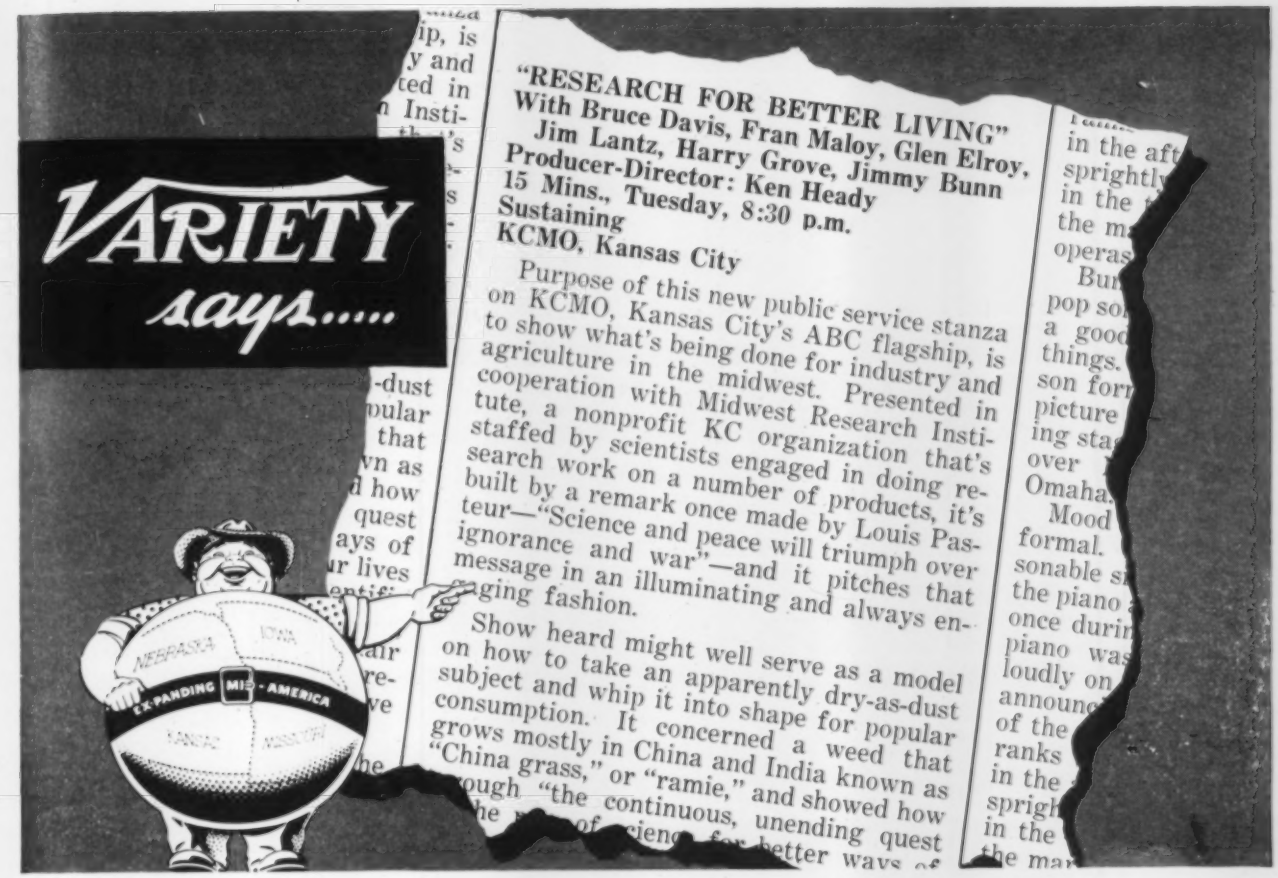
TATHAM LAIRD ACCOUNTS ● Tatham Laird Inc., Chicago, named by Majestic Radio & Television Corp., and St. Charles Beau Brand Hosiery Co. Agency probing media for hosiery, will announce Majestic plans in 60 days.

NEW FCC HEARING SCHEDULE ANNOUNCED

FCC FRIDAY announced 116 hearings involving 206 applications, designated for hearing before Dec. 1, will begin Jan. 6 (complete list to be published in Dec. 16 BROADCASTING).

All field hearings in city where operation proposed. If on applications for two or more cities, hearing commences in city of application bearing lowest docket number, then transfers to next lowest, etc. Hearings in Washington, D. C. arranged in order of file number of lowest application involved. Any hearing dates previously set by FCC stand.

All six pending "Blue Book" renewal hearings to be held in field instead Washington; all scheduled in January. WBAL renewal and Drew Pearson-Robert S. Allen request for WBAL facilities set for Baltimore Jan. 13. Others: KONO, at San Antonio, Jan. 6; KMAC, San Antonio, Jan. 8; WTOL, Toledo, Jan. 9; KBIX, Muskogee, Jan. 15; WIBG, Philadelphia, Jan. 17.


VARIETY says.....
"RESEARCH FOR BETTER LIVING"
With Bruce Davis, Fran Maloy, Glen Elroy, Jim Lantz, Harry Grove, Jimmy Bunn
Producer-Director: Ken Heady
15 Mins., Tuesday, 8:30 p.m.
Sustaining
KCMO, Kansas City
Purpose of this new public service stanza on KCMO, Kansas City's ABC flagship, is to show what's being done for industry and agriculture in the midwest. Presented in cooperation with Midwest Research Institute, a nonprofit KC organization that's staffed by scientists engaged in doing research work on a number of products, it's built by a remark once made by Louis Pasteur—"Science and peace will triumph over ignorance and war"—and it pitches that message in an illuminating and always engaging fashion.
Show heard might well serve as a model on how to take an apparently dry-as-dust subject and whip it into shape for popular consumption. It concerned a weed that grows mostly in China and India known as "China grass," or "ramie," and showed how through "the continuous, unending quest
EXPANDING MID-AMERICA

SOMETHING DIFFERENT

Noteworthy programs, built by the talented KCMO staff, grow in number and listener appeal as they keep pace with KCMO growth toward 50,000 Watts.

And the best is yet to come, as KCMO programming gets under way with bigger and better shows for a receptive Mid-America.

National Representative: John E. Pearson Co.

KCMO

Basic ABC • Kansas City, Mo.

Stump Us Boys
WDGY
Minneapolis
Minn
As you know, we are now in our fifth year on your station, which in itself is a measure of our satisfaction. On looking over our records, we find that the mail pull for September and October of this year exceeds, by almost 100%, the mail count for the same two months of 1945.
Did you ask if we were satisfied? The answer, of course, is yes!
Kindest regards.
Yours very truly,

5 Males Get the MAIL

The phenomenal job the Stumpus Boys have done for the Manchester Biscuit Company this year is only one of many that can be told and will be told about WDGY.

Under new ownership and management, WDGY has proven its value time and time again to radio advertisers in the great Northwest Central market. Coverage of Minnesota? Yes! Expert programming? Yes! Skillful merchandising? Yes! Knowledge of market? Yes!

Whether you are a purveyor to Her Majesty, The House Wife, or a manufacturer of livestock remedies, WDGY is equipped to SERVE YOU PROFITABLY.

5000 Watts **1130 KC**

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Mgr.

AVERY-KNODLE, INC.
National Representatives

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Lawrence Christopher, Paul Fulcomer, Irving Kipnes, Kathryn Swanson, Mary Zurhorst; EDITORIAL ASSISTANTS: Margaret Elliott, Elisabeth Jo Hailey, Cleo Kathas, Frances Tymann; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION

WINFIELD R. LEVI, *Manager.*

NEW YORK BUREAU

250 Park Ave., Zone 17. *PLaza 5-8355*

EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Hilliard H. Wolfe Jr., Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral 4115*
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

5000 Sunset Boulevard, Zone 28. *HEmpstead 8181*
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

in case you haven't heard...

...beginning January 1, 1947, there are going to be new voices on WTRY saying "This is CBS—the Columbia Broadcasting System."

We're glad, of course. But some 200,000 radio families in the three big cities of Albany, Troy and Schenectady, and the eight surrounding counties that WTRY calls primary —they'll be mighty glad, too.

The national pattern of CBS coverage has been pretty weak in this part of New York State. Now with WTRY's robust signal carrying those high-rating CBS programs—along with our own specially-built local shows—into thousands and thousands of new homes, WTRY will have more friends than ever.

They're nice people, these listeners we serve. Last year they earned almost a billion dollars. But they spent nearly half of it for things they wanted to buy. Maybe they'd like to earmark some dollars for what you have to sell.

Why don't you talk to them and suggest it via WTRY—CBS?

WTRY

Albany-Troy-Schenectady
980 kilocycles—1000 watts
with Studios in Troy and Albany

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven

THE KATZ AGENCY

STATION REPRESENTATIVES

from NEW YORK
500 Fifth Avenue

DATE December 9, 1946

TO ALL STATIONS
Represented by THE KATZ AGENCY

Re: BMB Maps

This is the BMB Coverage Map format which we recommended to you in our memo of November 4th. We are now in the process of preparing BMB Maps in this form for all of the stations we represent.

This map tells at a glance the important facts of the BMB Station Audience Report. It shows:

- a summary of BMB data for each 10 percent level and for the 25 percent level,
- the exact BMB percentages for every county.

It facilitates comparisons between stations at various levels. It permits agencies and advertisers to adapt BMB figures to their constantly changing problems -- without the limitations of arbitrary coverage standards.

Before deciding on this format we consulted several agencies. We feel that this map and table meet the requirements of most buyers of time.

THE KATZ AGENCY, INC.

WKRC

BMB STATION AUDIENCE MAP DAYTIME

CINCINNATI, OHIO

•5000 W •550 KC

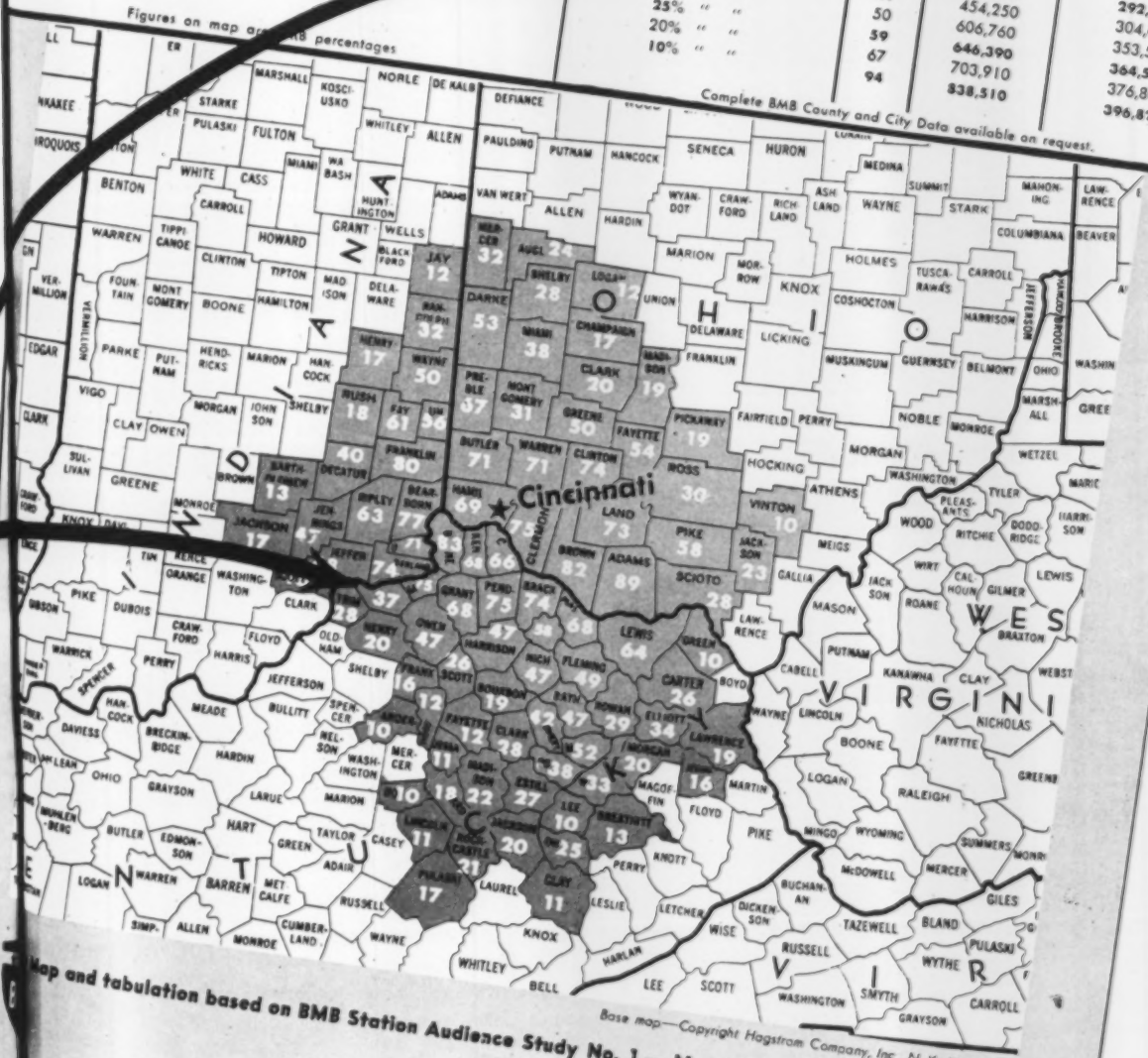
•CBS

SUMMARY DATA—DAYTIME • Tabulation by THE KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City — Cincinnati 70%		154,360	108,370
Home County— Hamilton 69%		205,970	143,330
Percentage Levels			
80% and over	4		
70% " "	15	14,660	
60% " "	24	98,090	12,340
50% " "	32	376,670	73,150
40% " "	41	429,020	264,970
30% " "	50	454,250	292,440
25% " "	59	606,760	304,080
20% " "	67	646,390	353,510
10% " "	94	703,910	364,550
		838,510	376,840
			396,820

Figures on map are BMB percentages

Complete BMB County and City Data available on request.



Map and tabulation based on BMB Station Audience Study No. 1 — March, 1946

Base map—Copyright Hagstrom Company, Inc., N. Y., Mapmakers

THE KATZ AGENCY, INC.

STATION REPRESENTATIVES

12-46

Remember the story about...

THE LION

AND THE THORN?

That story is an oldie that has come down through countless years. And it's just as true today. Whether it refers to the monarch of the jungle or to radio. It's certainly true in Washington. For if ever there was a thorn in the side of the big boys . . . it's WWDC. Known as the sales-result station, our call letters are showing up on more and more lists. We've got sales success stories galore. Glad to show them to you any time.

Keep your eye on

WWDC

Coming Soon—WWDC-FM

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

TWENTY-FIVE years of progress in portable radios is shown in these pictures, the first taken in the spring of 1921, the second just released.

The baby carriage is the frame of what is supposed by General Electric to be the first "portable" radio receiver ever built. It was equipped by Union College students in Schenectady as a stunt for the sophomore soiree. At that time, though there weren't half a dozen receivers in the city, Union College broadcast a record program every Thursday.

Students stretched an antenna between the two poles at either end of the carriage, fastened a storage battery to the undercarriage, and attached a cheer leader's megaphone to an ear phone. The rubber tire was removed from the right rear wheel to effect a ground.

When the baby carriage was wheeled through the streets of Schenectady, it attracted wide attention, as it was the first time most of the residents had ever

(*Continued on page 73*)

The first portable!

Sellers of Sales

MAKING your first sale the station's largest and then losing it is a tough shake. Yet Frank Samuels, ABC Western Division sales manager, had that happen when he was working for KOIL Omaha.

He had sold three newscasts daily, five days a week to a chain of stores there. Then when they discovered that a discount was not in order for a local firm with more than two stores they said no. A crestfallen young man sat in his office but Don Searle, his boss, would not break a policy.

As the frustration mounted, Frank had a phone call. The prospect had changed his mind on premise that the station's integrity was unquestioned when it refused to buckle in face of heavy business. Despite interim disappointment, Frank had absorbed a valuable lesson. That was in 1940 before he became regional sales manager of Central States Broadcasting Inc. (KOIL KFAB KFOR).

FRANK

Later when Don Searle went to San Francisco in May 1943, to become general manager of KGO there, he took his apt student along as sales manager. Then in January 1946, when Mr. Searle became ABC Western Division vice president in Hollywood, he named Frank Samuels as Western Division sales manager.

Now he heads a 17-man sales staff which digs 11 western states for local, regional and transcontinental business. And the diggings are there in the light of an estimated annual billing of close to $4,000,000. In addition they care for servicing eastern accounts and procurement of national spot business.

Though reared in Omaha, he is a native of Riverton, Iowa, born there August 1, 1911. He was graduated from Omaha Central High School in 1930 and was about to enter Nebraska U. that fall. Then a friend called to say that a job was open in advertising sales with *Omaha Bee-News*. After falsifying his age, the job was his and he started as national advertising solicitor, remaining until September 1933.

Next he shifted to Standard Brands for a year, working in sales and merchandising. A flattering bid from the *Bee-News* brought him back to work as assistant national advertising manager. He remained until October 1937 when paper was sold. Then he started with Arthur H. Hagg & Assoc., Omaha, as office manager, overseeing Minneapolis and Kansas City offices as well.

Marrying his high school sweetheart, Fayne K. Smith, in Omaha, March 23, 1930, Frank was a young breadwinner. The family consists of Jack, 16, and Garth, 2. Frank is a member of Los Angeles Ad Club, Sales Managers Assn. of Southern California, Masons, and Lakeside Country Club.

A WISE—ECONOMICAL BUY

This station reaches Reading's consistently prosperous trading territory effectively, at low cost.

WRAW

READING, PA.

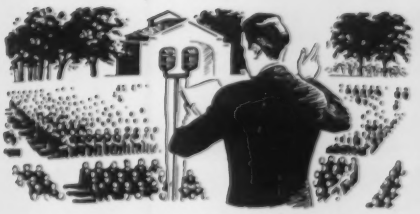
Write for information

NBC

Represented by

RADIO ADVERTISING COMPANY

BROADCASTING



PUBLIC ADDRESS

TELEVISION

SOUND PICTURES

You'll find them EVERYWHERE

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

Western Electric
639 TYPE CARDIOID MIKES

Ever count how frequently Western Electric Cardioid mikes pop up in news pictures?—how often you can see them handling sound pick-ups for broadcasting, television and public address?

Cardioids are chosen so often because these 3-way and 6-way directionally selective mikes are tops for versatility, high quality and all-around usefulness! They help "mike" men do an outstanding pick-up job even under difficult conditions.

If you have never used the 639 type Cardioids—or if you would like to have *more* of them—talk to your local Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, New York.

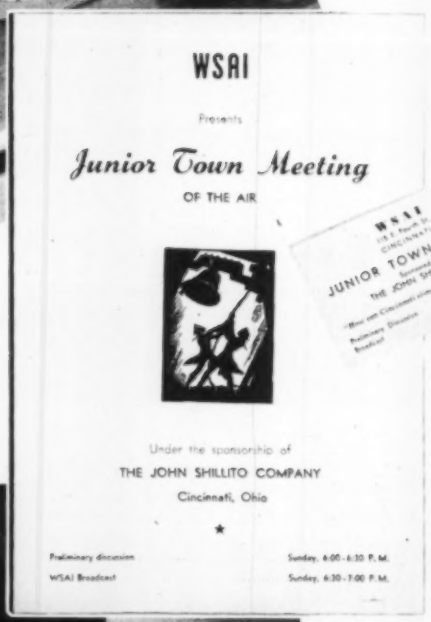
QUALITY COUNTS

No. 2 of a series:

WHY OUR "LOCAL" SHOWS DON'T SOUND THAT WAY . . .

Take four high school students, a microphone and a discussion topic, and you have what too easily can be a hard-to-listen-to radio program. But intelligent planning, thorough production and plain hard work can make it extremely *good* listening, as is the case with "Junior Town Meeting," broadcast Sunday evenings on WSAI. Now in its third successful year under the sponsorship of The John Shillito Company, Cincinnati's largest department store, "Junior Town Meeting" is another example of the program administration that has made WSAI known as "the 5,000 watt station with 50,000 watt operation."

Planning and direction are the responsibility of the key personnel of the "Junior Town Meeting" series: Miss Dora Slutz, right, director; with Brenton Grant, WSAI commentator who acts as moderator, and Miss Marilyn Hilvers, assistant director. Forty-five high schools in the Cincinnati area participate in the program during the school season.



Important contributors to "Junior Town Meeting's" listener awareness and prestige are the hundreds of programs and tickets printed and distributed through the schools for each week's show.

Excellence of the discussions is assured by a painstaking screening process. From 20 to 30 students are auditioned each week and selections made on interesting delivery, ability to "think on their feet," and microphone personality. The four chosen work with WSAI staff members in rehearsal sessions to develop both alertness and ease before the mike.

Over 150 man-hours of preparation precede each Sunday night 30-minute broadcast from WSAI's polyacoustic studio A. This intensive effort pays dividends in the form of a sparkling, fast-moving production which holds interest for listeners of all ages. Finish and pace are characteristic of all WSAI-produced shows.

Studio audience interest is sharpened and given direction by an informal free-for-all discussion before going on the air. At right, announcer George Palmer holds the microphone as a member of the audience asks a question.

The John Shillito Company, whose great store is shown at left, and "Junior Town Meeting," are both Cincinnati institutions. And WSAI is the dominant station for the radio advertising of all Cincinnati's great retailers. *WSAI consistently carries more than twice as much department store broadcasting as all other Cincinnati radio stations combined.* (83 quarter-hours per week.)

WSAI

115 EAST FOURTH ST., CINCINNATI 2, OHIO

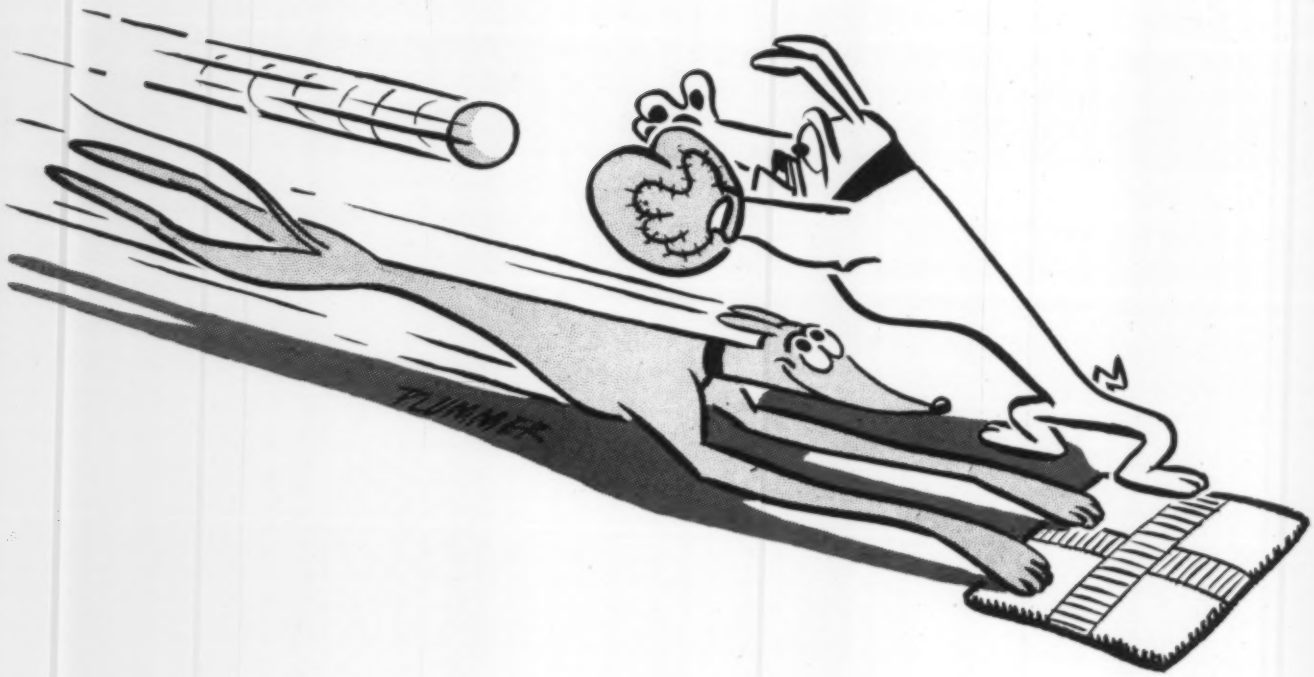
A Marshall Field Station

Represented by Avery-Knodel, Inc.

AMERICAN BROADCASTING COMPANY

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!



● Analyze the difference between any champion and any dub, and you'll usually find it's a matter of a little extra skill—*and a little extra effort.*

The same thing is true of radio-station representatives. A little extra skill and *effort* make a whale of a difference in *results.* Take F&P's record, for example. Because of our extra efforts to give our customers what they want and need, F&P's sales this year are *well* above the industry figures as a whole. Don't you think this might indicate we can serve *you* better?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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BROADCASTING
TELECASTING

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FCC Reorganization Hinted by Reece

Majority Should Be Republican, He Believes

By BILL BAILEY

REORGANIZATION of the FCC by the new Congress, with the majority of its Commissioners Republicans, was hinted Thursday by Carroll Reece, chairman of the Republican National Committee, in his report to the committee at its victory meeting in Washington.

Mr. Reece mentioned specifically the FCC, the Interstate Commerce Commission and Federal Trade Commission as creatures of Congress over which the Congress has supervision. That the 80th Congress which convenes Jan. 3 might well enforce Republican majorities on the so-called legislative agencies, such as the FCC, was indicated in Chairman Reece's address when he said:

"In each case the Congress provided that such agencies should be bi-partisan, meaning in practice that the majority of the Commission should be composed of members of the party which held a majority in Congress, and that the minority of the Commission should be composed of those belonging to the minority party in Congress."

Not Satisfied

Mr. Reece made it plain that the Republican Party is not satisfied with the past performances of some commissioners who were appointed (by a Democrat President) as Republicans. On the FCC are two such members, Ray C. Wakefield, of California, whose term expires next June 30, and Rosel H. Hyde, former FCC general counsel, whose home is Idaho.

"As we all know, during the past decade or more, there have been numerous instances in which so-called minority representatives on such agencies have not been in actual fact real representatives of the minority viewpoint, even though technically they were qualified for such positions," said Mr. Reece. "Now that the complexion of the Congress has changed and there will be Republican majorities in both Houses after Jan. 3, it may be well to suggest the possibility that where opportunities exist some changes should be made in these important agencies in order to carry out both the spirit and the letter of the laws creating these various Commissions."

He said he referred only to those Commissions and agencies "which were set up to administer delegated legislative authority," such as the FCC. "But I believe," he asserted, "that if a Republican Congress agrees that a Democrat President should be assisted by Democrat assistants in the exercise of his executive powers, a Democrat President should likewise agree that a Republican Congress should have real Republicans in charge of those agencies responsible to that Congress."

It was generally understood in Republican circles that the new Congress would insist not only that the majorities of legislative commissions and agencies be Republicans but that the chairman of each be a Republican. In such event the FCC might well be headed by a new appointee. The present makeup of the Commission follows: Democrats—Charles R. Denny, chairman; Paul A. Walker, Clifford J. Durr. Republicans—Messrs. Wakefield and Hyde. Independent—E. K. Jett.

Two Democrats Might Go

Should the Congress be successful in obtaining a Republican majority, it is conceivable that two Democrats would go, inasmuch as Mr. Jett was named as an Independent, and the new Congress would insist on four Republican commissioners, under the present setup.

Mr. Reece said he was not "undertaking to speak for the Republican leadership in either branch of Congress" but that he was "throwing out this suggestion" for the "consideration of those who will be responsible for the administration of government during the next two years."

Observers, however, considered that Chairman Reece, as head of the Republican Party and as a retiring member of Congress, spoke with authority. It is no longer a secret that a "ripper bill" to abolish the FCC and set up a five-man commission is being drafted [BROADCASTING, Dec. 2]. If such a bill is passed the Commission would consist of three Republicans and two minority members, either Democrats or Independents.

Some close to the Republican inner circle saw in Chairman Reece's remarks an invitation to President Truman to make good his promise to cooperate with the new Congress. They expressed the belief that should the President cooperate by naming a majority of Republicans to the FCC as well as

(*Continued on page 74*)

Disc Identity Rule Is Eased Slightly

Requirement Dropped For Spots Under One Minute

MUCH MORE AKIN to the existing rule than to the liberalized version that had been proposed, FCC's amended regulation covering identification of broadcast recordings and transcriptions was revealed Friday.

The only revision made in the old rule (3.407) makes possible the broadcasting of transcribed or recorded material of one minute or less without an explanatory announcement that it is transcribed or recorded.

Too Many Interruptions

"It appeared that the rule tended to require more interruptions for explanatory announcements than was necessary to avoid deception of the public," FCC declared in a public notice accompanying the order of amendment.

The adopted version, considered a victory for NAB and for CBS, NBC and other licensees which had opposed the proposed form of liberalization, is in some respects even less liberal than some of these groups had recommended.

It is far more strict than the liberalized plan supported by a number of smaller stations and by ABC, which asked that provision be made for carrying such transcribed programs as its Philco-sponsored *Bing Crosby Show* without announcing them as transcribed.

The amended rule exempts from identification any transcriptions or recordings of one minute or less, and, as in the old rule, exempts those used for "background music, sound effects, station identification, program identification . . . or identification of the sponsorship of the program proper . . ."

For transcriptions or recordings of one to five minutes duration, identification must be made preceding their use; for those longer than five minutes, identification is required both before and after, or every 30 minutes (announcement at the 30-minute interval is not required if it would interrupt continuity of a transcribed uninterrupted speech, play, religious service, etc.)

The version which FCC had proposed when it initiated the study last June would have continued to forbid affirmative attempts to imply that transcribed material was broadcast live but otherwise would have required no identification of transcriptions or recordings except those in which the time element was significant and presentation of which would create the impression that the event was occurring simultaneously.

NAB originally endorsed the June proposal but later submitted a compromise plan embodying the general principles of the version finally adopted by FCC, except that NAB suggested that transcribed programs between 1 and 30 minutes in length need be announced only before or after, not both. NBC, whose plan was more in line with the adopted version, took no position on identification of transcriptions under one minute's duration but felt that transcribed programs between 1 and 5 minutes need be identified either before or after, and that those between 5 and 30 minutes should be identified both before and after. Oral argument was held Nov. 25.

Only One Change

Following is the text of the order of amendment. Except for changing "mechanical records" to "mechanical reproductions," the only departure from the old rule is addition of the clause starting "Provided, however," in Subsection C.

ORDER

At a meeting of the Federal Communications Commission held in its offices in Washington, D. C., on the 5th day of December, 1946;

The Commission having under consideration the proposed amendment to

(*Continued on page 85*)

Bemelmans Makes Color Video So-o-o-o Easy

A Glimp, My Dears, Looks Like a Horse But Talks Like a CBS Promotion Executive

LATEST IN the CBS broadsides for promotion of color television has just emerged from the print shops, neatly timed for the television hearings which open before the FCC today.

This one is in the form of a fairy tale. A 48-page cartoon illustrated booklet, it is entitled "A Tale of Two Glimps" and is authored, or so it is stated, by the distinguished contemporary humorist of brush and pen, Ludwig Bemelmans.

A glimp, it appears, is a creature which has a face like a horse, ears like a rabbit and talks very much on the order of a CBS promotion executive.

"A Tale of Two Glimps" concerns a man-glimp and a woman-glimp. The man is a black-and-white glimp and the woman is a color glimp. The man-glimp lives in "a little room with plain white furniture, light grey curtains and dark grey woodwork." And by golly he has a black-and-white television receiver.

The woman-glimp, who is a "lovely shade of orange," has "upholstered her furniture with blue flowered material, and her white curtains had red polka dots to make them prettier." And by golly she has a color video receiver.

The two glimps glimpse all sorts of television productions on their respective receivers. But the woman-glimp, the colorful one, keeps talking about pretty red dresses, and green bananas, about cherry tarts and strawberry cupcakes—to the consternation of the man-glimp, who sees it all in black and white and shades of gray.

The tale reaches a sad but impressive climax when the man-glimp awakens from his slumber into which black-and-white-and-shades-of-gray ostensibly has lulled him. He finds a football game underway between Greenville and Orangeville. And of course, he guesses wrong. He thinks Greenville wins the game, and the annoying woman-glimp points out that of course it's Orangeville (she can spot the jerseys).

But there's an anti-climax. We hate to tell you what it is, but we will because it is just likely that someone will try to destroy all the copies of "A Tale of Two Glimps" and you will never see one.

The man-glimp (he's the black-and-white one) packs up his belongings and moves in with the woman-glimp (she's the color one). It's quite all right, because they get married. It's a colorful wedding, one presumes, because their new home is colorful and so is their television receiver.

But even Ludwig Bemelmans, God bless him—or even a glimp, which talks like a CBS promotion executive and looks like a horse—cannot have considered what he suggests. That there should be a wedding between two such as these!

A glimp, superior being that he is, might logically ask:

Is this book a fairy tale?

Is it a proposal?

Or is it just plain Bemelmans?

R. J. Reynolds Renews

R. J. REYNOLDS TOBACCO Corp., Winston-Salem, N. C., has renewed for 52 weeks its two NBC programs, *Grand Ole Opry*, Sat., 10:30-11 p. m., on behalf of Prince Albert smoking tobacco, and the *Abbott and Costello Show*, Thurs. 10-10:30 p. m., for Camels. Agency is William Esty, New York.

Mr. Trendle

Mr. Campbell

P&G Drops 'Queen'

PROCTER & GAMBLE Co., Cincinnati (Duz), Dec. 27 discontinues its quarter-hour segment of *Queen for a Day* on MBS, Mon. through Fri. 2:30-3 p.m. Other 15 minutes of show is sponsored by Miles Labs. on behalf of Alka Seltzer. General Foods Corp., New York, was reported last week to be negotiating with MBS for the quarter-hour period being dropped by P&G. Agency for P&G is Compton Adv., New York.

Hearing to Decide Television Status Gets Underway Today

THE HEARING to decide whether color television goes commercial or retains its experimental status will open this morning (Dec. 9) before the FCC *en banc*.

While the hearing itself—based on the CBS petition for commercial color operation in the ultra-high frequencies—is expected to be largely an engineering battle, it appeared likely that the Commission also will get an on-the-scenes look at the respective color video systems of CBS and one of its major opponents in the hearing, Allen B. Du Mont Labs., before the proceedings are completed.

The Commission accepted an invitation to go next Monday to witness a demonstration of Du Mont color television at Passaic, N. J., and a further demonstration of CBS color at New York. The Commissioners, to be accompanied by some of their top staff men, frequently have made similar trips, but this is the first time in recent months that they have scheduled a tour at the beginning of the week.

The Dec. 16 trip will also include a demonstration by Radiomarine Corp., New York, of its application of radar to ship use. The FCC party to accompany the Commissioners has not yet been designated.

While FCC authorities originally thought the hearing might be completed in one week, they conceded the chances now are against it. Direct testimony by representatives of the 13 participants will require,

(*Continued on page 72*)

Drawn for BROADCASTING by Sid Hix

"I didn't know anything was wrong with radio. Ours works perfectly!"

Trendle-Campbell New Headquarters

Offices Are Set Up in Detroit To Direct Firm's Operations

NEW HEADQUARTERS in the Stroh Bldg., Detroit, have been established by the Trendle-Campbell Broadcasting Co., to direct activities of the new WFLM Flint, expected to begin operation between Jan. 1 and 15, as well as the syndicated program features of the organization, which include *The Lone Ranger*, *The Green Hornet* and *Challenge of the Yukon*.

Creation of the new operating entity followed separation last August of the Michigan Radio Network and WXYZ from the King-Trendle Broadcasting Corp., which was acquired by American Broadcasting Co. for $3,650,000. ABC procured also WOOD Grand Rapids, Mich., which it is negotiating to resell, and retained the King-Trendle title.

George W. Trendle, former president of King-Trendle, and E. Allen Campbell, former general manager and stockholder of the company, are joint owners of the new WFLM as well as of the syndicated programming operation. WFLM, assigned to 600 kc with 1,000 w day and 500 w night power, will become an affiliate of NBC. It is licensed to Central Broadcasting Corp.

Mr. Trendle, an attorney by profession, created the syndicated features developed by King-Trendle. Mr. Campbell, as director, head of King-Trendle, directs sales and exploitation of the features. The syndicate proposes large scale development of television programming as well as expanded operations in radio.

Second Luncheon Held In Miller-Denny Series

SECOND of the series of luncheons between NAB President Justin Miller and FCC Chairman Charles R. Denny was held Wednesday at the Carlton Hotel, Washington, with 12 attending. The luncheon developed into a congratulatory session for Chairman Denny, whose appointment to permanent chairmanship had been announced by the White House an hour before.

Subjects discussed included delay by Civil Aeronautics Administration in clearance of transmitter sites. Others present for NAB were A. D. Willard Jr., executive vice president; Don Petty, general counsel; and four NAB board members: Clair McCollough, WGAL Lancaster; John J. Gillin, WOW Omaha; Les Johnson, WHBF Rock Island; Paul Morency, WTIC Hartford. With Chairman Denny from the FCC were Commissioner E. K. Jett; George Adair, chief engineer; John Willoughby, assistant chief engineer broadcasting; Vernon Wilkinson, assistant general counsel, broadcasting.

Miller Proposes Legislative Program

Definition of FCC Power Is Urged By NAB Chief

A LEGISLATIVE program for radio which would see Congress sharply define the limits of FCC power and end incursions into program content and structure last week was blocked out by NAB President Justin Miller. It will be presented to the board of directors at its meeting in San Francisco Jan. 5-7.

After more than a year of intensive exploration (he assumed the NAB presidency on Oct. 1, 1945), Judge Miller unfolded his preliminary plan last Sunday in an address before the semi-annual banquet of the Florida Assn. of Broadcasters at Miami. In the audience was a cross-section of Florida's officialdom including: Governor Millard Caldwell; Senator-elect Spessard L. Holland; Reps. J. Hardin Peterson, Emory Price, Joe Hendricks, George Smathers and Robert F. Sikes, as well as other Florida state and local officials.

Meeting Springboard

Judge Miller employed this first meeting of broadcasters with their state delegation as the springboard for what appears to be the opening gun of an all-out legislative campaign in the Republican-controlled Congress which convenes next January. The NAB president, it was logically presumed, will consult with his newly appointed legislative committee, headed by J. Harold Ryan, vice president and treasurer of the Fort Industry Co. and Mr. Miller's predecessor as president, as well as his board of directors, before formalizing his legislative campaign.

Thus, the broad outline unquestionably is subject to change in substance, but the guideposts are set. As enumerated to the FAB session, these subjects for "possible amendments" to the Communications Act of 1934 were mentioned by Judge Miller:

1. Define more clearly and liberally the rights of the licensee.

2. Make renewal automatic except upon protest by FCC within a limited period.

3. Make revocation, and renewal upon protest, triable in Federal District Court:

a. With fair hearing and usual guarantees

b. With FCC as party complainant

c. With right of appeal as in other cases upon all usual grounds—factual as well as law.

4. Provide that to extent discretion of licensee is removed re political broadcasts and broadcasts of controversial issues, his liability for libel and for other penalties should be removed.

5. Enlarge scope of judicial review of Commission's decisions:

a. To cover interpretations of its power where decision itself not adverse

b. To permit appeal by any citizen where freedom of speech is abridged

6. Make explicit the scope of free speech limitations:

a. Expressly repudiate the scarcity theory as a limitation upon freedom of speech

b. Provide expressly that FCC shall have no supervision over program content or structure.

Taishoff Speaks

Preceding President Miller's dinner address, Sol Taishoff, editor and publisher of BROADCASTING, addressed a luncheon session of the FAB also attended by most members of Florida's Congressional delegation. In a discussion of problems confronting radio, he singled out the FCC Blue Book as a direct and grave threat upon radio's freedom and one that might spell the end of a free competitive radio unless the FCC is "put back on the track."

Mr. Taishoff had cited the "scarcity factor" as related to availability of frequencies in all fields as the vehicle used by the FCC to engage in stringent regulation. This advice, he said, likewise was employed to enter the sphere of program regulation and that the FCC thus went beyond the "traffic cop" function originally prescribed for it by Congress.

"In other words," he said, "the traffic cop, whose job the law presumes is to direct the traffic and arrest the offenders, now is stopping the motorist in mid-journey to ask him not only where he is going, but where he has been and why he is traveling."

Use Public Interest Clause

The FCC has used the public interest clause of the Act as the basis for its intrusion into regulatory fields presumably forbidden to it under express terms of the Act, Mr. Taishoff asserted. This clause, he said, had become known as the "Santa Clause—for in successive Commissions, for the last

(*Continued on page 79*)

AMENDMENTS to the Communications Act of 1934 which would bring about a limitation and clarification of FCC power and stop incursions into program content were proposed by NAB President Justin Miller in a talk before Florida Assn. of Broadcasters. Proposal will be presented to NAB board of directors when it meets in San Francisco Jan. 5-7.

Denny Becomes Youngest FCC Head

Officially Named as Body Faces Investigation Threats

By RUFUS CRATER

CHARLES R. DENNY, moving from youngest member to youngest chairman in FCC history, last week was promoted to regular command of a Commission immersed in an unprecedented volume of broadcast activity and threatened with investigation if not complete reorganization by the new Congress.

President Truman's appointment advancing the 34-year-old acting chairman to the regular chairmanship, announced at the White House last Tuesday, brought little surprise in industry circles despite occasional past flurries of speculation that some other appointee might be chosen.

Vacant Post

It did serve to increase speculation about the seventh commissionership, left vacant since last March when Chairman Paul A. Porter became OPA Administrator and Mr. Denny was made acting chairman.

The President indicated at his news conference Tuesday that he was still not ready to fill the nine-month-old vacancy. Behind the scenes, several separate movements were on foot. Democrats urged selection of a Democratic "lame duck" Congressman or one with previous experience in House or Senate, preferably one also with broadcasting experience, whose record in Congress might assure him of Republican as well as Dem-

(*Continued on page 76*)

CHAIRMAN DENNY

Supreme Court to Get Petrillo Case

Lea Act Is Ruled Unconstitutional By La Buy

(*See text of opinion, page 37*)

REVERSAL of a Federal District Court decision which held the Lea Act unconstitutional will be sought within a fortnight of the Supreme Court by the Government, it was learned last week.

A Dept. of Justice spokesman said an appeal would be filed immediately after the decision of Judge Walter La Buy, handed down Monday in Chicago, is studied. A Supreme Court decision is expected by March.

Judge La Buy sustained motion of James Caesar Petrillo, president of the American Federation of Musicians, to dismiss charges of violating the Lea Act against him when he called a strike last May 28 at WAAF Chicago, because the station refused his demands to employ three additional music librarians.

Act "Unconstitutional"

In an eight-page decision Judge La Buy, last of the late President Roosevelt's federal bench appointees, upheld contentions of Joseph A. Padway, chief counsel for Mr. Petrillo, that the Lea Act (Section 506 of the Communications Act of 1934) violated the First, Fifth, and Thirteenth Amendments to the Constitution.

Judge La Buy ruled that the statute violates the Fifth Amendment "because of the indefiniteness and uncertainty in the definition of a criminal offense"; that it violates the First Amendment "by its restriction upon freedom of speech by peaceful picketing"; that it violates the Fifth and Thirteenth Amendments "by its restriction upon employment of labor" and the Fifth Amendment, also, "by an arbitrary classification as between employers and employes and as to other communication industries."

Informed of the decision, Mr. Petrillo exclaimed: "Thank God for the Federal courts."

Rep. Clarence F. Lea (D-Calif.), author of the Act bearing his name and chairman of the House Interstate & Foreign Commerce Committee, declared the decision "is in line with a number of court decisions in recent years, which by hypercritical and superficial reasoning have thrown an amazing number of protective shields over the grossest forms of labor racketeering."

Fundamental Problem

After reading the decision he commented: "It seems to be one of those opinions where some superficial explanations were put in to justify an unsound decision.

"The fundamental problem involved here is whether we are to have the agencies of Government yielding and catering to the racketeers and giving us a class Government, with all the evils of class favoritisms; or, are we to have a Government of equal justice and protection to all?" Mr. Lea continued.

SUPREME COURT ruling on constitutionality of the Lea Act is expected by March, following Dept. of Justice announcement that a decision by Federal District Judge Walter J. La Buy, holding it unconstitutional, would be appealed within a fortnight. Representative Lea (D-Calif.), the law's author, termed the decision "unsound." NAB President Justin Miller agreed, said he is convinced the Act is constitutional. Commented Petrillo: "Thank God for the Federal Courts."

"Here is a challenge to all who believe in a Government of law and order," he asserted. "It is a challenge to the incoming Congress, which I hope it will vigorously accept."

Congressman Lea said he had no fault to find with the "legitimate activities and aspirations of the labor unions," but added: "I detest the arrogant racketeering now being pulled off on the country in the name of labor. I am in favor of ending racketeering on the public and am determined to give my support to that end."

Justin Miller, NAB president who returned to Washington Wednesday from Miami (see story page 17), said he agreed with Mr. Lea's statement "whole-heartedly."

"I am still thoroughly convinced of the constitutionality of the Act," said Judge Miller, former associate justice of the U. S. Court of Appeals for the District of Columbia. "I am glad to learn that this case will be taken to the Supreme Court without delay."

Republican Legislation

It was considered a foregone conclusion in Republican circles that the new Congress would initiate overall labor legislation shortly after the new Congress convenes Jan. 3. Inasmuch as the Lea Act was passed by overwhelming vote in both Houses, the new Labor Committees of Senate and House were expected to give serious consideration to a proposal that provisions of the Lea Act be made part of overall legislation.

That proposal gained considerable headway on Capitol Hill last week among Senators and Representatives in Washington, particularly following Judge La Buy's decision.

After holding Section 506 (a)

(*Continued on page 83*)

'Racketeering Must Be Stamped Out'

Author of Petrillo Law Presents His Views

By REP. CLARENCE F. LEA
Author of Lea Act

REP. CLARENCE F. LEA (D-Calif.) author of the Lea Act to curb excessive demands of James Caesar Petrillo and his AFM on broadcasters, presents herewith, exclusively to BROADCASTING, his views on the Federal District Court decision that held the Act unconstitutional. He refers to Petrillo practices as "racketeering," and adds, "It must be stamped out."

THE DECISION of the Chicago Court as to the constitutionality of the Act of Congress passed for the purpose of curbing racketeering against the broadcasting industry is just one phase of the problem now confronting the country to stop racketeering in the name of labor.

Rep. Lea

The pitiful helplessness in which the country finds itself in combatting this labor racketeering has its foundation in events of the last 20 years. The explanation is not that the members of labor unions as a whole are different from the rest of the population. The fact is they are fundamentally the same. Any specialized group in our citizenship given dominating power under irresponsible leadership, will inevitably create class government and favoritism at the expense of the rest of us.

Some decades ago strong employer groups so organized themselves that they could crush their competitors and combine to prey on the consumers of the country by the control of products and prices. Anti-trust legislation became necessary to protect the public against this type of racketeering. The country now has a similar necessity to curb those racketeering at the expense of the public in the name of labor.

The coercive powers exercised by these racketeers have been built up by three main methods: fear of physical violence and economic injury to persons and property by those whose rights they transgress; fear of political power exercised against those in public life; and the consequent catering, compromising and yielding to their demands by representatives of local, State and Federal authorities.

Great numbers of citizens have been deterred from exercising their normal rights through fear of physical violence and injury to persons and property. Innumerable men in public life at every level have yielded, compromised and surrendered public rights for their own political convenience or advancement.

I feel that Congress has unduly delayed in combatting these influences; but in fairness to Congress it must be conceded that its efforts to afford the public protection against these racketeers has largely been nullified by Court decisions, by administrative favoritism and by vetoed bills passed by Congress. Now the issue is clearly presented to the country.

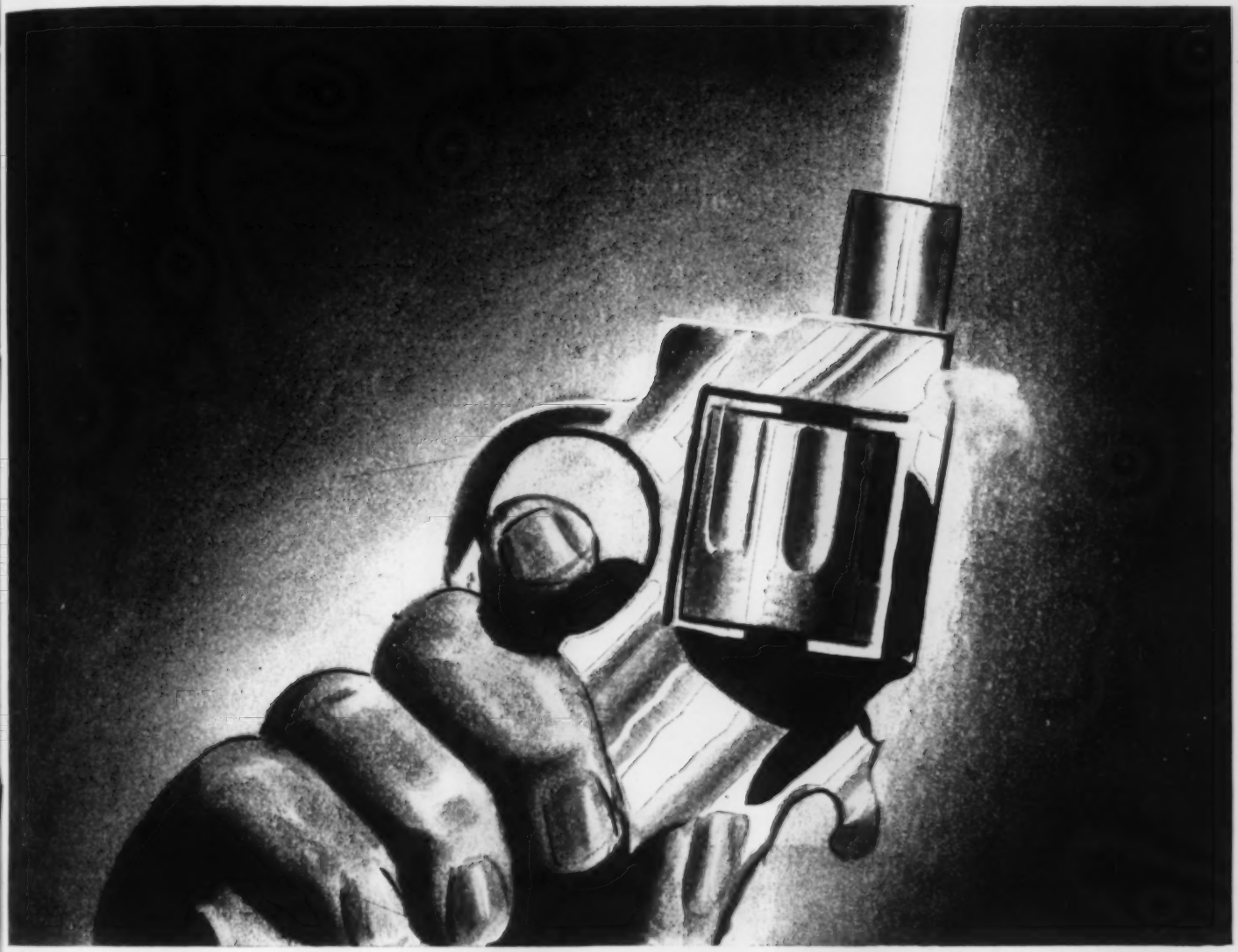
These racketeers have so long enjoyed immunities and favoritism in the law and its administration that they now have the hardihood to claim constitutional protection even for the grosser of their activities as was evidenced in the Court here at Washington yesterday. [EDITOR'S NOTE: Mr. Lea refers here to the John L. Lewis case.]

The so-called Petrillo Bill is nothing more nor less than a definite step to curb one phase of racketeering on principles similar to those applied to employers several decades ago.

I have read the decision of the Chicago Court. Candidly and without disrespect, I do not believe that the law cited by the judge in his decision is applicable to the case before him. Fortunately this decision is not determinative of the issue.

We must now look to the Supreme Court as the controlling authority. I believe when the Supreme Court gives this case careful attention it will be convinced that it would be unworthy of our Constitution to hold that it protects racketeers of the type denounced by this legislation; that as a matter of law the Act is in no sense discriminatory; it applies equally to all who commit the offense; that Congress has properly and consistently with its duties, enacted this law for the protection of the public; and in a manner within the terms of the Constitution.

In any event, the country is faced with an evil of monumental proportions. It must be stamped out. The fight to remedy the situation must go on.



Get Ready . . . Get Set . . . !

1. A Richmond jeweler decided to test his Monday-through-Friday nighttime show on WLEE.

2. On Monday, March 18, he started an offer, planning to continue the offer for two weeks.

3. On Tuesday, March 19, at 4 P.M., this client called WLEE to discontinue the offer immediately. The response in one day had cleaned him out . . . one . . . two . . . three!

When you want sales in Richmond, WLEE is the way to do it. All it takes is a phone call or a letter to get your sales rolling.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Radio Employment, Payroll Increasing

Programming Far Most Costly Operation

EMPLOYMENT by U. S. networks and 901 standard stations in 1945 increased from 34,690 in January to 37,757 in December, and monthly compensation, aggregating $116,267,274 for the year, rose from $8,511,883 to $12,931,979 during the same period.

In broadcast expenses, with salaries and wages distributed among the various departments, programming was by far the costliest operation, totaling $52,528,797 in 856 stations whose time sales exceeded $25,000. This figure does not include stations with time sales under $25,000 or expenses of networks and key stations.

Average broadcast income (revenues less expenses, before Federal income taxes) of U. S. stations increased from $40,928 to $73,555 between 1941 and 1945, but the 1945 figure does not include operations of key stations of nation-wide networks. The 1941 average represented 817 stations; 1945's represented 891. The 1945 income figure of $73,555 compares with a 1944 average of $80,266 representing 865 stations.

The same 805 stations which reported 1944 broadcast income of $67,627,814 reported $63,580,024 in 1945, a decline of 5.99%. This comparison, excluding new stations which perhaps hadn't yet reached "normal" operation, was considered more representative of 1945's actual business conditions than previous reports showing that networks and 901 stations including network keys had broadcast income of $83,584,288 in 1945 against $90,272,851 for networks and 875 stations in 1944.

The same 805 experienced an 8.48% increase in total broadcast revenues during 1945 but this rise was no match for the increase in expenses, totaling 16.69%.

Fifty stations reported overall losses totaling $643,006 during 1945, compared to 41 in 1944 and 94 in 1943.

Original cost of tangible broadcast property of networks and 901 stations was reported at $88,101,940 for 1945 and depreciated cost was estimated at $41,595,019.

FCC Summary

The figures were revealed in an FCC summary of 1945 financial and employment data of networks and stations, released Friday by the Commission. The information, based on licensees' annual financial reports, implements in detail the financial data announced a week earlier [BROADCASTING, Dec. 2].

Grand total employment figures for 1945, covering four nation-wide and six regional networks and 901 standard stations both inside and outside the U. S., were shown as follows:

Month	Number	Compensation
January	34,690	$8,511,883
February	35,081	8,635,509
March	35,456	9,185,069
April	35,528	8,790,964
May	35,729	9,520,195
June	35,934	9,400,300
July	35,643	9,172,795
August	36,095	9,874,001
September	36,263	9,811,335
October	36,988	9,993,956
November	37,542	10,439,288
December	37,757	12,931,979
TOTAL		$116,267,274

A breakdown of these figures shows that 891 stations increased employment from 26,841 in January to 29,293 in December, with employe compensation rising from $6,015,709 to $9,888,321 between the terminal months and aggregating $82,617,228 for the year.

Compensation paid by the four nationwide networks and 10 key stations totaled $32,740,768 in 1945. Their employes increased from 7,627 in January to 8,136 in December, and monthly compensation rose from $2,402,550 to $2,965,556 during the same period.

Comparable figures for six regional networks are as follows: Total compensation to employes, $909,278; 222 employes in January received $93,624; 328 in December received $78,102.

Employment and compensation figures by class of station are as follows, showing (1) class of station; (2) number of stations in that class; (3) number of employes in December; (4) total compensation paid during the year. The figures do not include employes and compensation of 10 key stations of national networks.

Clear-channel, 50 kw, fulltime—41 stations; 5,461 employes in December; $17,553,453 paid in 1945.

Clear-channel, 50 kw, parttime—4; 434; $1,337,661.

Clear-channel, 5-20 kw, fulltime—27; 1,860; $5,177,581.

Clear-channel, 5-20 kw, parttime—2; 85; $309,606.

Regional, fulltime—284; 11,922; $35,259,048.

Regional, parttime—57; 1,434; $4,217,409.

Local, fulltime—455; 7,875; $18,231,966.

Local, day and parttime—21; 222; $530,504.

The 1945 expenses of 856 stations with time sales exceeding $25,000 were broken down as follows:

Technical expenses: $22,683,819.

Program expenses: $52,528,797.

Selling expenses: $22,532,936.

General and administrative expenses: $48,478,068.

Total expenses: $146,223,620.

Thirty-five stations with time sales under $25,000 reported broadcast expenses totaling $582,694, bringing the grand total for 891 stations (excluding network keys) to $146,806,314.

The same 891 reported total broadcast revenues (time sales and other revenues less commissions, etc.) of $212,343,880.

U. S. RADIO paid its employes 12,931,979 in December 1945 as compared to $8,511,883 in January of the same year an FCC summary just released reveals. Broadcast income showed a decline in 1945 over that in 1944 according to reports submitted by 805 stations. Fifty stations reported overall losses in 1945.

75% FM Grantees Already in AM

Application, CP Study Released by FCC Shows Figures

OVER seven out of every 10 FM applications (70.8%) filed as of Oct. 1, 1946, came from persons in the AM field, the FCC disclosed Thursday in an analysis of standard AM and FM applications and grants. Another 12.3% were from non-AM newspaper interests and the remaining 16.9% from persons without either AM or newspaper interests (see tables).

In all, 34.2% of the FM applications came from persons with newspaper interests, the FCC found. The analysis covered applications and grants between Jan. 1, 1939, and this autumn.

As of Oct. 1, 74.6% of FM authorizations (CPs and CGs) were issued to persons in the AM field, with 13.5% issued to non-AM newspaper interests and 11.9% to persons without AM or newspaper interests; 37.8% of authorizations were issued to persons with newspaper interests.

615 FM Grants

The FCC found that 615 FM grants had been issued as of Oct. 1.

Over half of the 365 AM construction permits authorized between V-J Day and Sept. 19, 1946, were issued to cities having no existing station as of late 1945, the FCC found. All of these cities had a population under 50,000.

Of the AM grants during the year, the most common type was the 250 w unlimited time station in a community under 50,000, amounting to half of the total. Next most common type was the 1,000 w limited time station, amounting to 20%.

The FCC disclosed that seven of 10 permits (71.3%) were issued in the South Atlantic, South Central and Mountain-Pacific areas. In every region except the Northeast the majority of grants were in cities under 50,000.

As of last September only 15.6% of these AM grantees had applied for FM stations.

In analyzing the AM grants the FCC found that between 1939 and

(Continued on page 75)

TABLE I

Total AM Construction Permits Issued (VJ-Day to September 19, 1946): Number granted in cities of various sizes, showing separately the number granted in cities with no existing radio station, with one radio station and with more than one radio station prior to VJ-Day.

City population[1]	Grants to cities which as of VJ-Day had: No existing station	One station	More than one station	Total grants
Less than 5,000	41	..	..	41
5,000– 10,000	84	2	..	86
10,000– 25,000	58	25	..	83
25,000– 50,000	4	30	10	44
50,000–100,000	..	8	8	16
100,000–200,000	..	16	28	44
Over 200,000	..	1	50	51
Total	187 (51.2)	82 (22.4)	96 (26.4)	365 (100.0)

TABLE II

Total AM Construction Permits Issued (VJ-Day to September 19, 1946): Power and time of operation of the stations authorized, showing the number granted in cities of less than and more than 50,000 population.[2]

Power (watts)	Grants to cities of less than 50,000 population: Limited	Unlimited	Grants to cities of more than 50,000 population: Limited	Unlimited	All AM Grants: Limited	Unlimited
100	0	3	0	2	0	5
250	15	184	17	39	32	223
500	2	1	3	0	5	1
1,000	37	10	37	8	74	18
5,000	2	0	3	2	5	2
Total	56	198	60	51	116	249

[1]Census of Population, 1940. All cities of 50,000 or more are metropolitan districts. Cities of less than 50,000 are independent cities outside metropolitan districts.

[2]Census of Population, 1940. All cities of 500,000 or more are metropolitan districts. Cities of 50,000 or less are independent cities outside metropolitan districts.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING
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Christmas
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Special Christmas Gift
SUBSCRIPTION RATES
52 Weekly Issues
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52 Times
A Year

Twelve FM Actions Announced by FCC

Four Conditional and Eight Final CPs Are Issued

CONDITIONAL GRANTS for four FM stations and construction permits for eight were announced by FCC last Monday.

All but one authorization in each group were for Class B operations. They were issued by the Commission *en banc* on Nov. 29.

The Commission at the same time granted the request of Grant Union High School and Technical College for cancellation of the noncommercial educational station construction permit granted it on July 18 for use of 90.5 mc (Channel 213) with 0.8 kw at North Sacramento, Calif. [BROADCASTING, July 29].

Modified construction permits were issued to eight permittees, all AM licensees, and operating assignments were listed for two FM applicants—KPDR Alexandria, La. and Times-Star Publishing Co., Alameda, Calif.—which were authorized to change their conditional grants to cover Class B instead of Class A operations [BROADCASTING, Dec. 2].

Of the four new conditional grants, Class B authorizations subject to further review and engineering approval went to the licensees of WMGY Montgomery, Ala.; KDON Monterey, Calif., and KROY Sacramento.

Conditional grant for a Class A station, subject to the same conditions, was issued to Siskiyou Broadcasting Co., owned by business and professional men of Ashland, Ore. Siskiyou, also seeking an FM station at Ashland, is headed by George Madden Green, general manager of the *Daily Tidings*, Ashland's only newspaper, who has a 58.8% stock interest. Other Siskiyou stockholders include Harry R. Morris, owner of Oak Street Tank and Steel Co., 22.1%; Elmer C. Biegel, city superintendent, and William M. Briggs, attorney, 7.3% each.

Construction permits were issued to the following, with AM association of permittee firms shown in parentheses (power given is effective radiated power; antenna height is height above average terrain):

Suffolk Broadcasting Corp. (WLPM), Suffolk, Va.—Class B; 93.9 mc (Channel 230); 10.2 kw; 190 feet.

Harris County Broadcast Co. (KXYZ), Houston, Tex.—Class B; 96.3 mc (No. 242); 177 kw; 525 feet.

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—Class B; 99.1 mc (No. 256); 3.3 kw; 300 feet.

KRIC Inc. (KRIC), Beaumont, Tex.—Class B; 102.1 mc (No. 271); 19 kw; 465 feet.

Oshkosh Broadcasting Co. (WOSH), Oshkosh, Wis.—Class B; 102.3 mc (No. 272); 2.2 kw; 320 feet.

The Birmingham News Co. (WSGN), Birmingham, Ala.—Class B; 93.1 mc (No. 226); 370 kw; 650 feet.

WFAM Inc. (WFAM), Lafayette, Ind.—Class B; 102.3 mc (No. 272); 12 kw; 360 feet.

West Virginia Radio Corp. (WAJR), Morgantown, W. Va.—Class A; 104.3 mc (No. 282); 275 w; 2 feet.

Modified Construction Permits

The following were authorized construction permits in lieu of previous conditions specified:

Sunbury Broadcasting Corp. (WKOK) Sunbury, Pa.—Class B; 99.3 mc (No 257); 4.4 kw; 875 feet.

WINX Broadcasting Co. (WINX) Washington, D. C.—Class B; 92.9 mc (No. 225); 20 kw; 500 feet.

Bell Broadcasting Co. (KTEM), Temple, Tex.—Class A; 104.3 mc (No. 282); 220 w; 500 feet.

Westchester Broadcasting Corp. (WFAS), White Plains, N. Y.—Class A; 104.3 mc (No. 282); 120 w; 675 feet.

WIBM Inc. (WIBM), Jackson, Mich.—Class A; 105.9 mc (No. 290); 670 w; 280 feet.

WIBX Inc. (WIBX), Utica, N. Y.—Class B; 97.9 mc (No. 250); 9 kw; 680 feet.

Twin City Broadcasting Corp. (KWLK), Longview, Wash.—Class A; 104.3 mc (No. 282); 410 w; minus 430 feet.

Tribune Building Co. (KLX), Oakland, Calif.—Class B; 94.1 mc (No. 231); 20 kw; 155 feet.

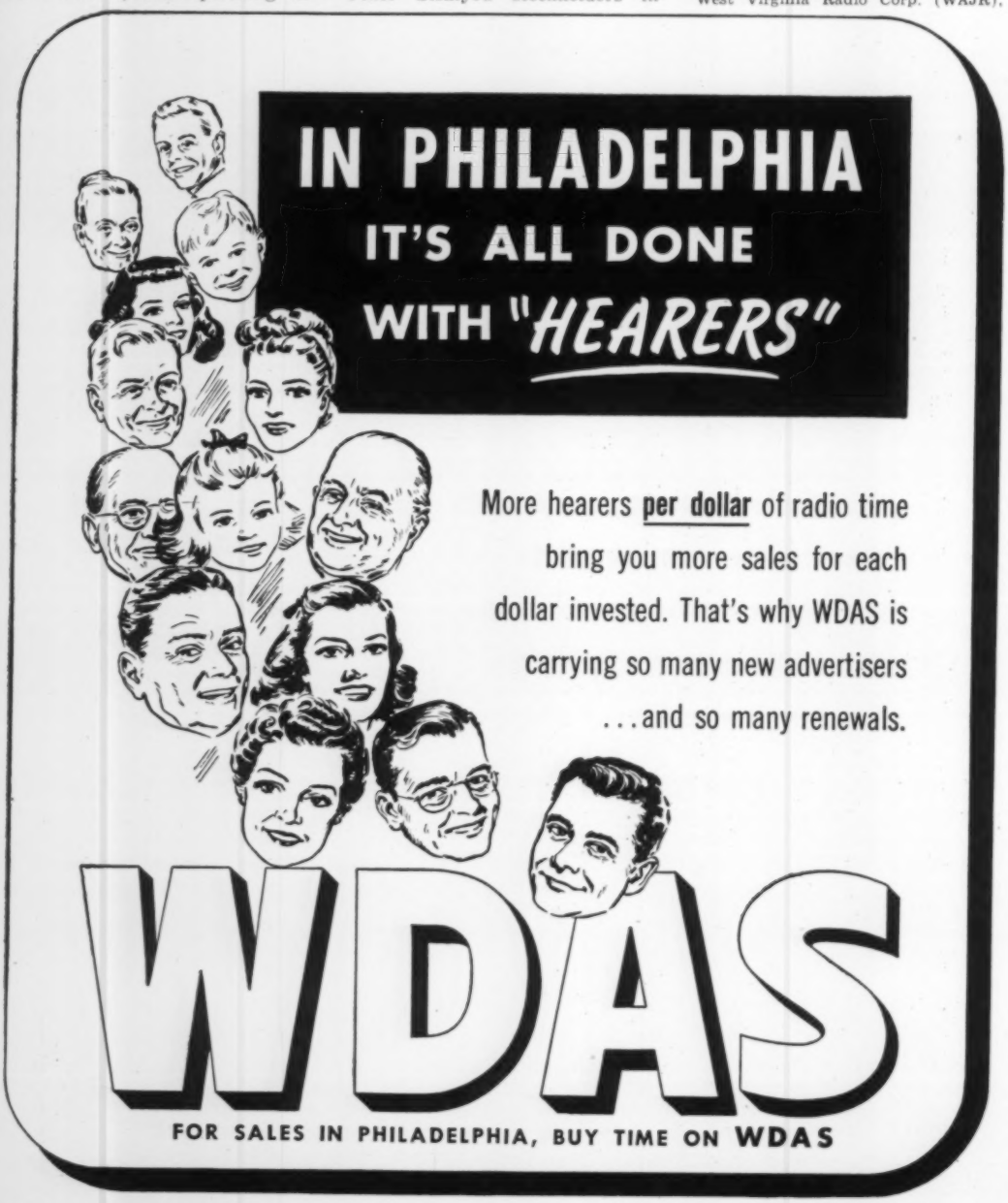
Following are the engineering conditions in connection with authorizations announced November 29:

Central La. Broadcasting Corp. (KPDR), Alexandria, La.—Class B; 100.5 mc (No. 263); 55 kw; 435 feet.

Abraham Kofman & Sara F. Kofman d/b as Times-Star Publishing Co., Alameda, Calif.—Class A; 105.9 mc (No. 290); 750 w; 278 feet.

Big Game

IF YOU are an Arkansas game warden and have an emergency in the family, you can get a loan with no interest or carrying charges, and you are on your honor to pay it back. The idea was originated by Tom Mull, educational director for the Arkansas Game & Fish Commission, whose weekly program on KARK Little Rock is sponsored by the Little Rock Appliance and Sporting Goods Co. The talent fee is the nucleus of Mull's Game Wardens' Revolving Loan Fund.


IN PHILADELPHIA
IT'S ALL DONE
WITH "HEARERS"
More hearers per dollar of radio time bring you more sales for each dollar invested. That's why WDAS is carrying so many new advertisers ...and so many renewals.
WDAS
FOR SALES IN PHILADELPHIA, BUY TIME ON WDAS

3 Kw FM Station Starts Operations in Paducah

WPAD-FM, new station of Paducah (Ky.) Broadcasting Co., went on the air Nov. 27 and is operating daily, 2-9 p.m. The station is using a 3 kw Federal transmitter and a one-loop Federal antenna, installed at the 240-foot mark on WPAD's AM tower. The new FM outlet is featuring transcriptions, live talent, UP and AP news, religious and public interest programs, W. Prewitt Lackey, general manager of Paducah, announces.

"So far no effort has been made to sell commercial time because of the limited number of receivers," Mr. Lackey says. He estimates that there are probably not more than 100 FM receivers in WPAD-FM's temporary listening area. Station is operating on a conditional permit.

on the ball

This lad is really on the ball and it looks as if he is going to drive a long one. Weed men are always "on the ball" and they hit all prospects hard and often.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • ATLANTA • DETROIT • SAN FRANCISCO • HOLLYWOOD

Radio News Widely Read, Survey Shows

51% of Women, 40% of Men Scan Columns on Broadcasting

RADIO news and programs are read on the average by 51% of the women and 40% of the men readers of 100 representative newspapers throughout the country, according to the 100-Study Summary of the Continuing Study of Newspaper Reading newly published by the Advertising Research Foundation.

Study shows that of the seven editorial departments of a newspaper, radio news and programs rank fourth with women and fifth with men. Editorial page items are first for men, with an average readership of 85%; followed by comics, 80%; sports news or pictures, 77%; editorials, 45%; radio news or programs, 40%; society news or pictures, 37%; financial news, 26%. For women the scores are: Society news or pictures, 84%; editorial page items, 80%; comics, 78%; radio news or programs, 51%; sports news or pictures, 35%; editorials, 29%; financial news, 9%.

Summary shows further that the average readership of radio news and programs increases with the size of the city. For example, only 32% of the men and 40% of the women in communities of fewer than 100,000 population are readers of this type of editorial feature, while in cities of 250,000 to 500,000 such items are read by 44% of the men and 55% of the women. The percentage figures are median averages based on readership percentage scores recorded in the 100 individual studies.

Radio news and programs readership also varies somewhat according to the occupational status of readers, the study shows. For families in which the major income earner is in the business or professional class, 35% of the men and 41% of the women read such items. Where the breadwinner is in the salaried employe group, radio readership is 35% for men and 43% for women. In the skilled worker class, the percentages are 40% for men and 49% for women. For unskilled workers, the scores are 41% for men and 49% for women.

Study Cost $350,000

Pictures of radio stars are also popular with daily newspaper readers. The 160 pictures of theatre, movie and radio celebrities measured in the 100 studies averaged a readership of 31% among men and 49% among women.

Possibly the most significant report ever compiled in the field of daily newspaper readership research, the 64-page summary presents the aggregate results of seven years of intensive measurement of American newspaper reading, conducted at a cost of more than $350,000. Study is based on examinations of 100 papers representing a combined daily circulation of 7,750,000, requiring careful analysis of the readership of more than 3,000 newspaper pages and the tabulation of some 45,000 interviews.

Newspapers surveyed ranged in size from 16 to 56 pages and in circulation from 8,570 to 264,287. They contained a total of 13,364 general news stories, 2,263 pictures and 6,735 ads of 70 lines or more.

Two radio station ads were among the 10 national ads most read by women. Both appeared in the Nov. 29, 1940 issue of the *Arizona Republic* (Phoenix) and both appeared on the same page—an amusements page in the second section of the paper. A 113-line ad for KTAR Phoenix won a readership of 58% of all women interviewed in that newspaper's survey, while KOY Phoenix used only 88 lines to reach 57% of the women. The KTAR ad holds ninth place on the list of best-read national ads for all newspaper studies; the KOY ad ranks tenth on the roster.

The Continuing Study of Newspaper Reading was launched in 1939 to determine the amount of attention readers give to the various items making up daily newspapers. It is conducted by the Advertising Research Foundation in cooperation with the American Newspaper Publishers Assn., which pays most of the costs. The Foundation is sponsored jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Field work for the study is conducted by Publication Research Service.

Fair Exchange

WTNB WENT to the Fair, and the new Mutual station in Birmingham was introduced to Alabama. At the Alabama State Fair in Birmingham, the WTNB Information and Emergency Message Booth, cooperating with local police, returned 495 lost youngsters to their parents, and delivered 1000 emergency phone calls during the week.

FM Set Sales Up

TOTAL number of FM radio receivers in the Omaha area now stands at approximately 700, a survey just completed by Omaha radio distributors and dealers indicates. When KOAD went on the air July 1 it was estimated that there were only 20 radio sets in Omaha capable of receiving FM. Dealers report that all sets sold since that time have been combination AM-FM models.

WSIX

gives you all three:

The Market—Nashville's retail trade area alone has a spendable income of over 800 million dollars a year.

The Coverage—WSIX effectively covers the Nashville market area and its radio families.

The Economy—You effectively reach so many who have so much to spend.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 WATTS
980 KC

National Representative:
THE KATZ AGENCY, Inc.

ABC NOW FIRST *in* Network Food Advertising*

There's plenty of meat for advertisers — especially food advertisers — in this ABC success story:

Today the American Broadcasting Company leads all other networks in volume of food advertising. Since 1942 all network food advertising has increased 55%. But during this same period ABC has registered an increase of 343% — *over six times the figure for the industry!*

An increase as big as this one doesn't just happen. It is *caused* to happen. And in this case the causes were three:

1. COVERAGE: ABC provides intensive coverage of America's major food markets *from within* — and presents your message at economical rates which result in a low cost per thousand listeners.

2. PROGRAMMING: ABC morning programming, which has risen to top listener ratings over the past three years, is built to order for America's product-buying housewives.

3. PROMOTION: ABC stations — now more than 230 of them — do a terrific job *locally*, put plenty of enthusiastic promotion behind their network programs.

The moral: follow the lead of top advertisers like Swift, General Mills, Kellogg, Quaker Oats, Derby Foods, and Libby, McNeill & Libby, just to mention a few, and ship your goods to market via ABC.

* *First 9 months 1946 P. I. B.*

ABC American Broadcasting Company

A NETWORK OF 236 RADIO STATIONS SERVING AMERICA

8 New AM Stations Authorized

Rawlins, Wyo., Gets Two Of Grants; One Goes To Pittsburgh

GRANTS for eight new standard stations, including two for Rawlins, Wyo. (pop., 5,531) and a seventh outlet in Pittsburgh, were announced by FCC last Monday. The authorizations represent construction costs estimated at $208,712.

The Commission withdrew its Aug. 1 grant to Central Utah Broadcasting Co. (Frank A. and Harold E. Van Wagenen) for fulltime use of 1490 kc with 250 w for a new station at Provo and set the application for hearing with those of United Broadcasting and Ogden Broadcasting Co. requesting the same facilities for new stations at Ogden. The action was taken on joint petition of United and Ogden.

KWHN, new station at Fort Smith, Ark., was granted modification of permit to authorize an increase in power on 1320 kc from 5 kw day and 500 w night to 5 kw fulltime, directionalized at night. Comr. Clifford J. Durr voted for hearing.

One of the Rawlins grants went to a firm headed by Tracy C. McCracken, president of KFBC Cheyenne and executive of several Wyoming newspapers, and including KFBC General Manager William C. Grove and KFBC transmitter operator Winfield Clark Grove, with approximately 50% interest held by Rawlins Newspapers Inc. Other Rawlins grant went to G. Stanley Brewer, retail merchant.

The actions, taken Nov. 29 by the Commission *en banc*, also included a grant to WAJR Morgantown, W. Va., for a new 250-w fulltime station at Elkins, W. Va., on 1240 kc and one for a new Thomaston, Ga., station to a group including A. W. Marshall Jr., who owns controlling interest in WKEU Griffin, Ga.

Applications of James Robert Meachem and Empire Newspapers-Radio Inc. for new 250-w stations on 1400 kc at Elmira and 1450 kc at Endicott, N. Y., respectively, were granted on applicants' petitions for approval without further hearing.

At the same time the Commission denied the petition of Endicott Broadcasting Corp., an applicant for the frequency granted Empire Newspapers-Radio, asking that its application be designated for hearing with those of Empire Newspapers-Radio and Mr. Meachem. The Endicott Broadcasting application was designated for hearing alone, as was that of Elmira Broadcasting Corp. requesting the facilities assigned to Mr. Meachem.

List of Grants

Grants were as follows:

Rome, Ga.—News Publishing Co. 670 kc, 1 kw, day only. Grantee publishes daily News-Tribune and is owned by B. H. Mooney (79%) and members of his immediate family. Granted Nov. 29.

Thomaston, Ga.—Thomaston Broadcasting Co. 1220 kc, 250 w, day only. Principals: Chester A. Byars, Superior Court judge, president and 20% owner; A. W. Marshall Jr., controlling stockholder of WKEU Griffin, 20%; R. E. Hightower, part owner of Thomaston Cotton Mills, 60%. Granted Nov. 29.

Elmira, N. Y.—James Robert Meachem, former Navy radio engineer. 1400 kc, 250 w, fulltime. Granted Nov. 29.

Endicott, N. Y.—Empire Newspapers-Radio Inc. 1450 kc, 250 w, fulltime. Principals: James H. Ottaway, publisher Endicott Bulletin, 43.8% stockholder Oneonta (N. Y.) Star, which has FM grant, and 12.5% stockholder Port Huron (Mich.) Times-Herald, also FM grantee, president and controlling stockholder; Mrs. Ruth B. Ottaway, owner 43.8% Oneonta Star; Byron E. French, co-publisher Endicott Bulletin and owner 7.6% Oneonta Star. Granted Nov. 29.

Pittsburgh, Pa.—Pittsburgh Broadcasting Co. 1080 kc, 1 kw, day only. Principals (owning 12.5% each): Henry A. Bergstrom, attorney, president; Donald C. Lott, president of Fort Duquesne Steel Co.; Thomas L. Campbell, half owner of Dyke Automotive, Greenville, Pa., and founder of Coal City Towing Co.; Fred C. Babcock, vice president of Babcock Lumber Co., vice president; George M. Harton, attorney; Lee V. Dauler, vice president of Neville Co. (chemicals); W. A. Turner, president of McLain Fire Brick Co.; F. Garrett Richter, Army veteran. Granted Nov. 29.

Elkins, W. Va.—West Virginia Radio Corp. 1240 kc, 250 w, fulltime. Grantee is licensee of WAJR Morgantown. Granted Nov. 29.

Rawlins, Wyo.—Southern Wyoming Broadcasting Co. 1340 kc, 250 w, fulltime. Owner: G. Stanley Brewer, retail merchant. Granted Nov. 29.

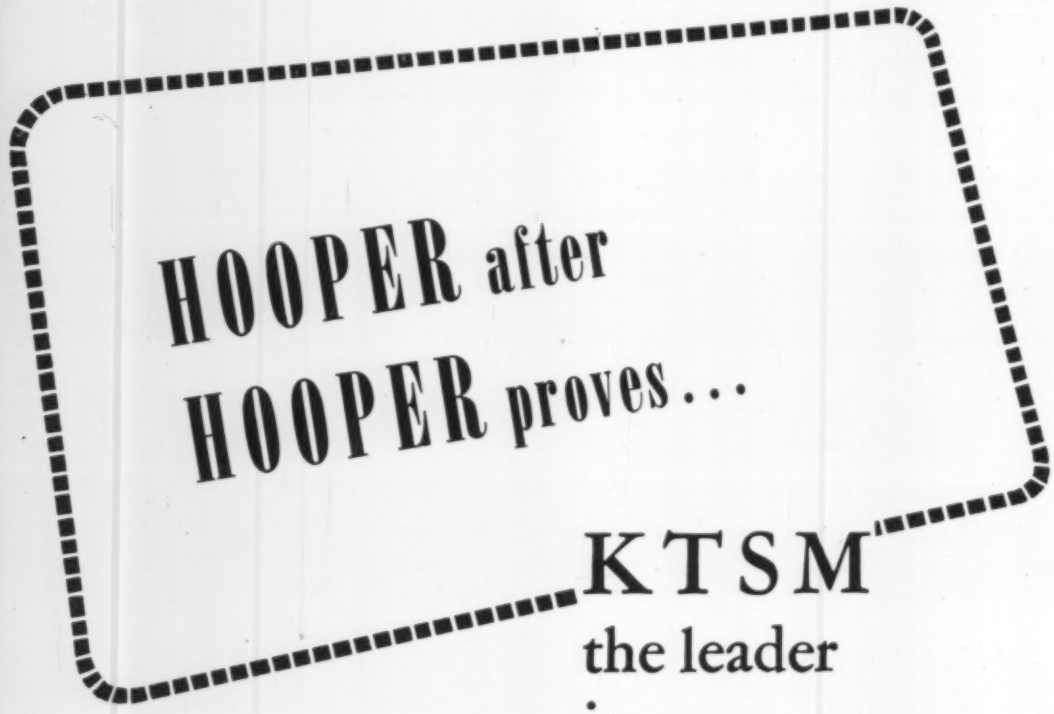
Rawlins, Wyo.—Rawlins Broadcasting Co. 1240 kc, 250 w, fulltime. Principals: Rawlins Newspapers Inc. (Daily Times), approximately 50%; Tracy C. McCracken, president of KFBC Cheyenne and Cheyenne Newspapers Inc. (principal stockholder of KFBC) and executive of several publishing firms including Rawlins Newspapers, president, 1 share of stock; William C. Grove, KFBC vice president and general manager, and Winfield Clark Grove, KFBC transmitter operator, approximately 25% each. Granted Nov. 29.

Pot Luck

ATTENDING a war assets sale at Port Hueneme, Calif., Bill Berns and Bill Raidt, MBS ex-GI roving reporters, gathered pots as well as a story. While readying their wire-recorded interviews for *Opportunity U.S.A.*, Raidt gagged a bid for 32 oversized coffee pots and became an owner for $160. Valued at $6,000, Raidt has concluded "we're lucky having pots when so many have so few."

Starts Column

FOR first time in 4½ years, the New York Post, Nov. 25 started a radio column with Paul Dennis as editor, supervising a staff of three. Mr. Dennis has been associated with Earl Wilson Broadway columnist, for 3½ years.



TEEN Thousands Thrill to These Top KSO Youth Programs

KSO is the favorite radio station of a lot of young people in Des Moines and Central Iowa. The big reason for this is KSO's youth activity program under the direction of Tom Lewis.

Youth in this area *know* and *like* KSO . . . have listened eagerly to the recently completed high-school *Football Rally Series* . . . as well as "*Careers in the Making*", offering vocational inspiration to career-minded teen-agers . . . and the new "*This Is America*", workshop type program, produced in the classrooms of various schools.

Tom Lewis, left, and Gene Shumate, KSO's sports editor and dean of Iowa's sportscasters, at the kick-off of a typical high-school football rally. Pep aplenty on this show!

Rafters ring as one of the football rallies gets under way. This season completes three years of the Football Rally broadcasts under the same sponsor, Frankel Clothing Company. Educators, coaches, parents, and students praise these public-spirited broadcasts.

"The old rickety rack" for KSO! . . . from a thousand shrill voiced youngsters. Yellers later become listeners when the transcribed show is aired. . . . new loyal fans for KSO.

"*Careers In The Making*" appeals to the serious side of the high-school student and, along with "*This Is America*", rounds out an *audience-building program* that provides vocational guidance as well as entertainment.

KSO

DES MOINES, IOWA 5000 WATTS

Basic Columbia for Central Iowa

Murphy Broadcasting Company; Kingsley H. Murphy, President

George J. Higgins, General Manager Headley-Reed Co., National Representatives

COLLEGIATE NETWORK MARKS FIRST DECADE

THE INTERCOLLEGIATE Broadcasting System, a nationwide group of college radio stations, last week celebrated its tenth birthday in a special program broadcast Dec. 4 over the Yankee Network.

The campus network, which originated at Brown U., now has 25 stations. The stations use standard studio facilities, and leased lines are used in exchanging programs throughout the network. A major item on each fall schedule is the cooperative broadcasting of Ivy League football games over distances as great as 400 miles. A regional network has been in operation in the Philadelphia area for more than a year.

Audience preferences are studied in uniform surveys conducted on campuses throughout the country, and programs emphasize educational features and symphonic music.

Entry List Grows for Peabody Awards With Deadline Still Over Month Away

ENTRIES for the 1946 George Foster Peabody Radio Awards are being received in large numbers though closing date is not until Jan. 10, 1947, according to John E. Drewry, dean, U. of Georgia Henry W. Grady School of Journalism.

Entries for the seven awards may be submitted by stations, networks, radio editors of newspapers, magazines, listener groups and others wishing to direct attention of the Peabody Board to a program. The board will not be restricted to entries, however, but will consider reports of its own listening-post committees. Entries should be sent to Dean Drewry at the school, Athens, Ga.

Each entry should give title of program; name of station or network; address; classification in which entry is submitted; name of person making entry; whether entry is accompanied by transcription; brief description of program, with reasons why it should be considered for an award.

Purpose of the awards is to give recognition for disinterested and meritorious public service rendered by the broadcasting industry. NAB assists the Grady school in their sponsorship. Awards will go to these classes:

1. That program or series of programs inaugurated and broadcast during 1946 by a regional station (above 1000 w) which made an outstanding contribution to the welfare of the community or region the station serves.
2. Same, for local stations (1000 w or under).
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

FM-AM COMPARISON
WMBD Builds Tiny Transmitters For Retail Store Exhibit

WMBD's demonstrators before a display sign.

AM-FM comparative demonstrations by WMBD during National Radio Week, Nov. 24-30, afforded the Peoria, Ill., station a chance to promote advantages of the newer form of radio.

WMBD, which has applied to the FCC for an FM outlet, decided to preview FM for listeners in eight department and radio stores of the city. The station engineering department constructed an exhibit with two miniature transmitters, each with an approximate power of one watt. One was AM, the other FM.

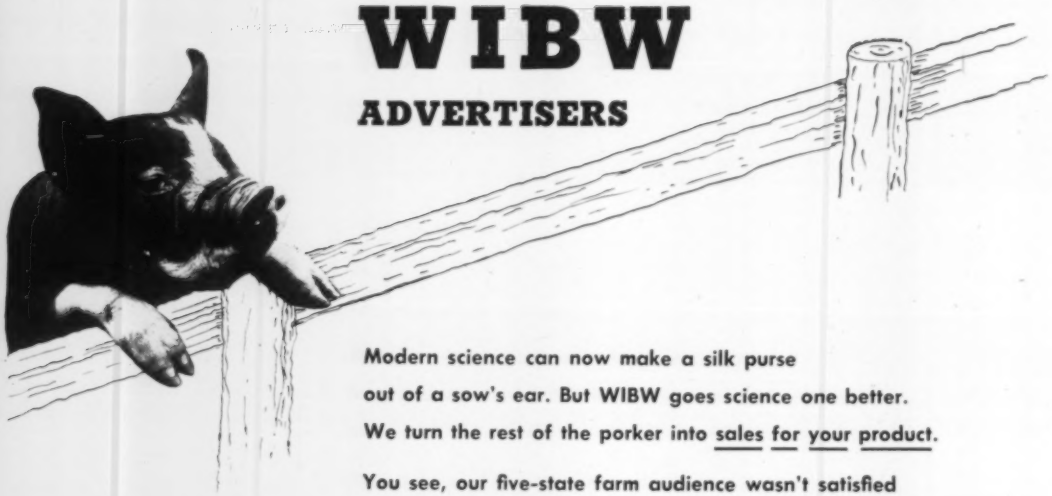
Each day the demonstration was placed in a different store for the salesmen to show respective merits on same programs. Interference for AM was accentuated by static generated by a Ford coil. The operation of the coil demonstrated how FM cut out interference while the AM was distorted.

WMBD promoted the demonstrations over the air and in newspaper space, while many of retail stores played up the exhibit in their advertising.

Tyler TV Book

WHAT television is and how it works, from the video camera to the home receiver, is clearly told in language not too technical to be grasped by the interested layman by Kingdon S. Tyler, a CBS construction engineer, in his new book, *Telecasting and Color* [Harcourt, Brace & Co., New York. $2.75]. Illustrated with many diagrams and photographs of the equipment described in the text, the volume covers the history of sight-and-sound broadcasting, its present state, including ample explanations of production techniques as well as of the workings of cameras, transmitters and receivers, and its probable future. Color transmission, chiefly the CBS method, is dealt with at some length, and the networking of video programs by cable, radio relay and Stratovision is also covered. Book is a companion volume to Mr. Tyler's earlier *Modern Radio*.

SILK PURSES FOR WIBW ADVERTISERS



Modern science can now make a silk purse out of a sow's ear. But WIBW goes science one better. We turn the rest of the porker into sales for your product.

You see, our five-state farm audience wasn't satisfied with raising the largest wheat crop ever marketed at such high prices. They also produced millions of perambulating pork chops, hams and tenderloins—$34,051,000 worth according to the last USDA figures.

And, as always, WIBW-advertised goods are taking the lead in the heavy purchases made by this rich, anxious-to-buy audience. This one fact alone should put WIBW on your list for immediate, profitable use.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS, INC. NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

The Trident and Time-Buyers

● The trident, three-pronged emblem of Neptune, is the symbol of dominion over the seas. In mythology it is shown firmly grasped by the God of the Oceans, emerging from the briny depths to survey his watery domain.

To the knowing time-buyer the letters WCBM are a radio symbol that stands for Baltimore, and Baltimore stands for ocean-borne commerce. WCBM gives the advertiser complete coverage in this city, a great seaport with a firm grasp on maritime trade. Like the trident, WCBM is a three-pronged emblem. (1) it gives prestige to your product; (2) it assures you intensive metropolitan coverage; (3) it spells economy in effective advertising. If Baltimore is your market, WCBM is your medium.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

TV's Value to Farmers Is Stressed

Rural Area Outlets Have Big Stake in Video, Mullen Says

STATIONS serving rural audiences have fully as large a stake in the future of television as do other broadcasters, delegates to the third annual meeting of the National Association of Radio Farm Directors, held Nov. 31-Dec. 2 at the Stevens Hotel in Chicago, were told.

Frank E. Mullen, vice president and general manager of NBC, who made the statement, is himself one of the pioneer farm broadcasters in the nation. He originated the *National Farm & Home Hour* at WMAQ Chicago in 1927 after having produced one of the earliest farm programs on KDKA Pittsburgh in 1923 while radio editor of *The National Stockman & Farmer* magazine.

While admitting it may take as many as 20 years for television to reach all types of audiences, Mr. Mullen said sight is a prerequisite of ideal radio service to farm as well as urban listeners.

For Farm and City

"We are on the verge of a new era of service to farmers through television," Mr. Mullen said, in advising farm radio directors to prepare for the day when television will replace AM broadcasting.

Following Mr. Mullen's address at the association's Sunday dinner, election of officers for 1947 was announced.

Layne Beaty, WBAP Fort Worth, was elected president, succeeding Herb Plambeck, WHO Des Moines. Other officers elected were Charles (Chuck) Worcester, WMT Cedar Rapids, Iowa, vice-president; and Homer Martz, KDKA Pittsburgh, secretary-treasurer. Mr. Beaty had served as secretary-treasurer in 1946.

Earlier during the Sunday session delegates approved a resolution drafted by the resolutions committee headed by William Drips, NBC Central Division agricultural director, deploring recent Congressional action reducing personnel of the U. S. Department of Agriculture which has eliminated many government radio farm services.

First NARFD code of ethics, approved Monday, to be used as a supplement to the NAB code, pledged all radio farm directors to "resist any subordination of the group's interest in the welfare of farm people to the selfish purposes of others."

Commercial sponsorship of farm programs does not detract from the service they offer to farm audiences, the association agreed. The code also directed that the association should recommend that air time be denied to sponsors that:

Make statements known to be false, deceptive or exaggerated.

Make unfair attacks upon competition.

Use offensive terms to describe animal functions or ailments.

A spokesman for the NARFD, in reference to the latter clause, said this was directed against many manufacturers of cathartics and patent medicines, among them some of farm radio's largest advertisers.

Rain Brings 'Flood'

SWITCHBOARD of WGAR Cleveland was unable to handle flood of incoming calls which resulted from postponement of last Monday night game of Cleveland Browns pro football team, despite explanatory announcements over the station. WGAR, which carries Browns' games exclusively, had planned to broadcast game from Miami, but postponement, caused by rain, came too late in day to notify newspaper radio editors. Check with telephone company showed that total number of calls handled was 70,000 to 80,000 greater than usual Monday traffic.

NAB Meeting Gives Critics Chance to Hit BMB Reports

BMB will be laid open to the praise and criticism of the broadcasting and advertising industries at 2 p.m. today (Monday) in the Hotel Statler, Washington. Proponents and opponents alike will be guests of the NAB Research Committee at a special clinic designed to give them a chance to speak freely about the findings of the research agency.

Committee action is in line with decision reached by the NAB Board of Directors at its Oct. 25 meeting after the NAB convention in Chicago. The board at that time called on the BMB board to be prepared to justify its station coverage information when the NAB directors meet again at San Francisco Jan. 5-7.

Heeding widespread and violent criticism of BMB, NAB decided to hold this meeting so typical critics could let down their hair and tell what they don't like about the joint broadcasting-advertising industry data. At the same time the case for BMB will be heard. The group invited to the meeting is small, but is believed to represent fairly the divergent viewpoints of industry elements.

Prior to the afternoon meeting the new NAB Research Committee will hold its first session, convening at 10 a.m. with Carl J. Burkland, WTOP Washington and committee chairman, in charge of proceedings. Membership of the committee, completed last week, follows: Mr. Burkland; Gene L. Cagle, KFJZ Ft. Worth; Dietrich Dirks, KTRI Sioux City, Iowa; J. C. Tully, WJAC Johnstown, Pa.; Charles P. Scott, KTKC Visalia, Calif.; William T. Lane, WAGE Syracuse; Elmo Wilson, CBS New York; Hugh M. Beville, NBC New York; E. P. H. James, MBS New York; Edward Evans, WJZ New York.

Fred Allen Assumes Top in Hooperating

Replaces Benny in Lead Spot; Bob Hope Rated Third

FRED ALLEN, for the second time this fall, was first among the first 15 evening programs listed in the Nov. 30 Program Hooperatings released last week, with Jack Benny in second place and Bob Hope third.

Average evening sets-in-use reported were 32.3, up 0.4 from last report, up 2.6 from last year. The average evening rating was 10.3, up 0.1 from last report and up 0.9 from a year ago.

Average available home was 80.1, up 0.4 from last report, up 0.9 from the same period last year.

The current total sponsored hour index was 71½ as compared with 71¼ last report, 81½ a year ago.

The first 15 programs listed were as follows: Fred Allen 29.4, Jack Benny 27.9, Bob Hope 27.4, *Fibber McGee & Molly* 26.4, *Charlie McCarthy Show* 24.9, *Radio Theatre* 23.2, *Bandwagon* 22.8, Walter Winchell 22.7, Red Skelton 20.7, *Amos 'n' Andy* 20.6, *Screen Guild Players* 20.2, *Mr. District Attorney* 20.1, *George Burns & Gracie Allen* 18.3, *Duffy's Tavern* 18.0, *Take It Or Leave It* 16.8.

Backstage Wife led the list of top 10 weekday programs in the report with *Right to Happiness* in second place and *When a Girl Marries* third.

The top 10 weekday programs listed were: *Backstage Wife* 7.3, *Right to Happiness* 7.1, *When a Girl Marries* 7.1, *Young Widder Brown* 6.9, *Romance of Helen Trent* 6.9, *Breakfast in Hollywood* (P&G) 6.8, *Just Plain Bill* 6.8, *Aunt Jenny* 6.7, *Stella Dallas* 6.7, *Breakfast in Hollywood* (Kellogg) 6.7, *Portia Faces Life* 6.6.

Advertising Course

THE ADVERTISING Women of New York are teaching patients of the Veterans Administration Hospital in the Bronx "How to Get a Job in Advertising" in a course by that name which began last week. Course, which will last three weeks, features guest speakers from New York agencies.

MISS WQAM (center) and young Miss FM were introduced to spectators at the WQAM booth at Miami's Golden Anniversary exhibition. Phil Kelleher (l), WQAM news announcer, did the honors.

11 OUTLETS ARE ADDED BY MBS; TOTAL: 377

MBS announced nine more affiliates last week bringing network's total number of stations to 377.

WGNS Murfreesboro, Tenn., operating with 250 w on 1450 kc and owned by Murfreesboro Broadcasting Service, joins MBS Dec. 13.

KCIL Houma, La., 250 w on 1490 kc owned by Charles Wilbur Lamar Jr. joins network Dec. 15.

WQUA Moline, Ill., 250 w on 1230 kc owned by Moline Broadcasting Co., joins Jan. 1.

KSTT Davenport, Iowa, 250 w on 750 kc, owned by Davenport Broadcasting Co., joins Jan. 1.

WQBC Vicksburg, Miss., 1000 w daytime and 500 w nightime on 1420 kc owned by Delta Broadcasting Co., and affiliated with Vicksburg Post and Herald, joins Jan. 1.

WICY Malone, N. Y., 250 w on 1490 kc, owned by North Country Broadcasting Co., joins Dec. 15.

WATZ Alpena, Mich., 250 w on 1450 kc, owned by Midwestern Broadcasting Co., joined Dec. 1.

WMBN Petoskey, Mich., 250 w on 1340 kc, owned by Midwestern Broadcasting Co., joins Feb. 1.

WHAR Clarksburg, W. Va., 250 w on 1340 kc, owned by Glacus G. Merrill, joins Dec. 18.

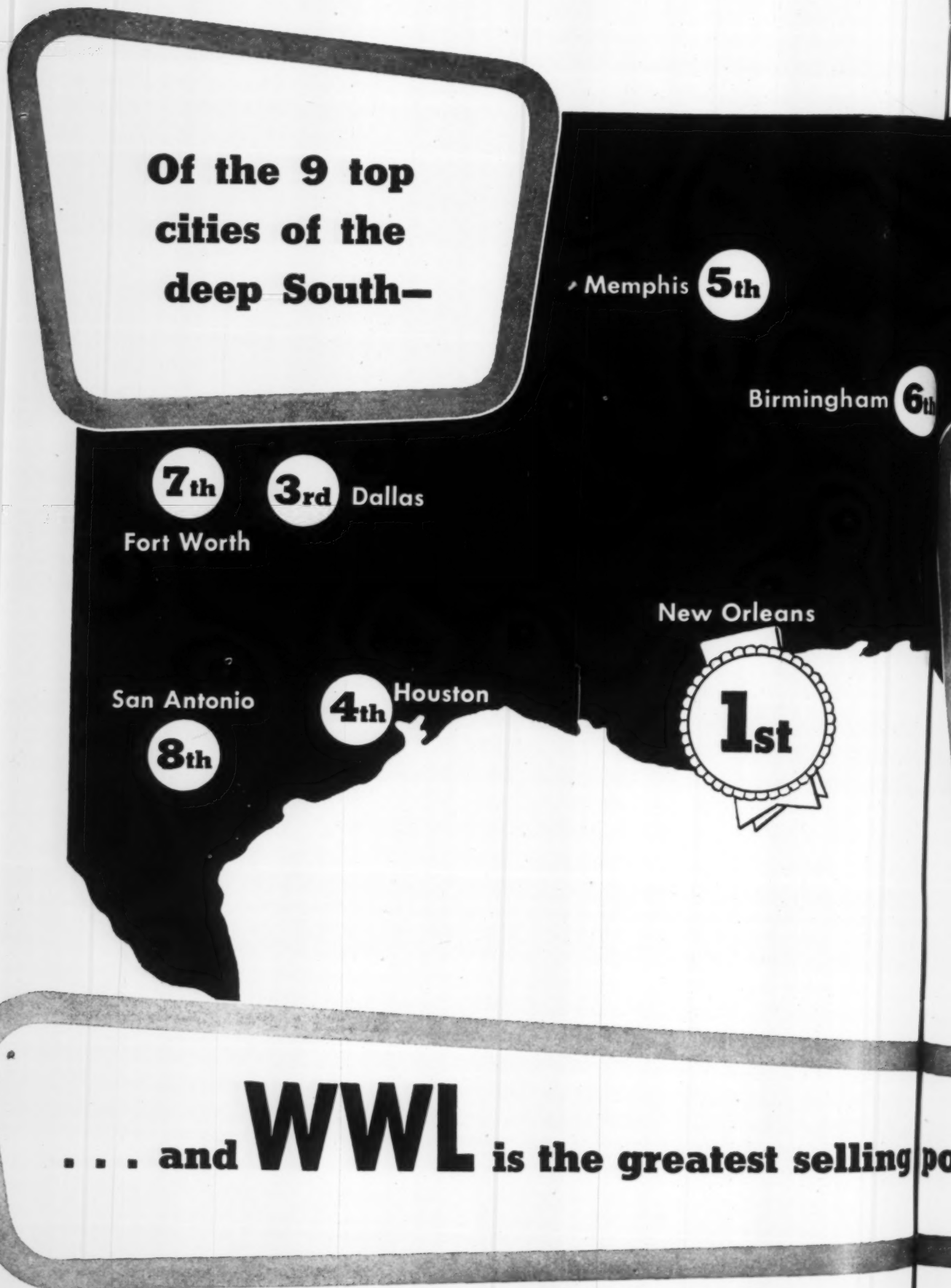
WRRN Warren, Ohio, MBS affiliate which has received permission from FCC to increase power from 250 w to 5000 w on 1440 kc beginning Jan. 1, at the same time will increase its basic evening hour rate to $100.

New Manager at KUGN

KUGN Eugene, first radio station in Lane County, Oregon, has a new manager, S. W. McCready, whose appointment was announced last week by the owners, C. H. Fisher and B. N. Phillips, operating as Valley Broadcasting Co. Mr. McCready, who has served in radio management and engineering capacities in the Northwest for more than 16 years, succeeds Ralph Hanson, resigned. Mr. Hanson had been manager since KUGN opened early last summer. He has announced that he plans to take a position with a Northwest firm.

THE SOUTH'S GREATEST CITY . . .

and its greatest selling power


Of the 9 top cities of the deep South—
Memphis 5th
Birmingham 6th
7th Fort Worth
3rd Dallas
New Orleans
1st
San Antonio 8th
4th Houston
. . . and WWL is the greatest selling po

New Orleans is 1st in both wholesale and retail sales*—

BUYING POWER

Buying power in New Orleans more than doubled in the past 5 years according to a survey by the magazine *Sales Management*.

INCOME

Effective income in New Orleans is higher than the U. S. average — and increasing faster. In 1945, the national index was 226 compared with the New Orleans index of 262.

RETAIL TRADE

Retail trade in New Orleans increased 29% in the first half of this year as compared with the same period of 1945. This increase is greater than average for the U. S.**

INDUSTRY

New Orleans industry continues to grow in spite of lost war production. New Orleans now shows an index of 146 as compared with an index of 100 in 1939. This year, 30,000 more industrial workers are employed than in 1940.

*Source: *Sales Management.*

Map shows rank in wholesale sales.

Retail sales rank:

1. *New Orleans*
2. *Houston*
3. *Atlanta*
4. *Dallas*
5. *Memphis*
6. *Miami*
7. *Birmingham*
8. *Fort Worth*
9. *San Antonio*

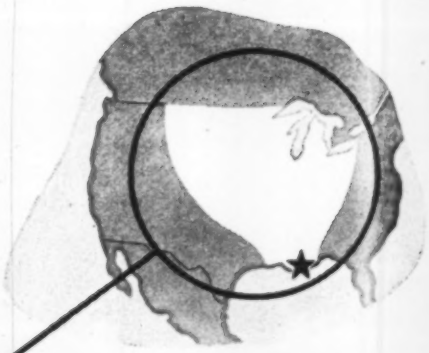
***Dun's Statistical Review.*

ng power in the South's greatest city

New Orleans is the 2nd PORT IN U. S. A.

. . . First in Efficiency

New Orleans ranks as "Second Port in U. S. A." in value and diversity of export and import cargo—*first* in efficiency. New Orleans has more than 7 miles of modern wharves, coordinated ship-rail-barge lines, grain elevators, fruit conveyors, one of the world's finest coffee terminals and all banking and factoring services. Over-all port costs at New Orleans are lower than at any other gulf port.



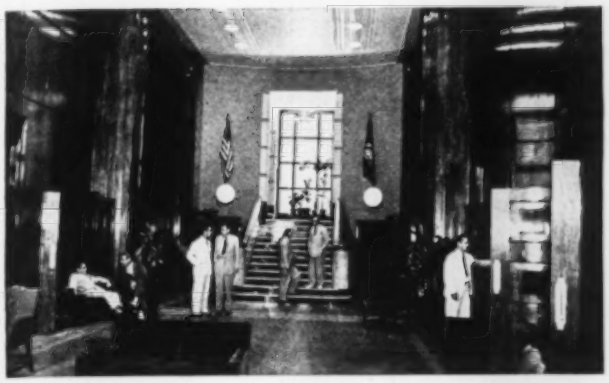
SERVING THE MISSISSIPPI VALLEY— New Orleans is the logical inlet-outlet for this rich trade territory where more than 41% of the Nation's retail sales are made. New Orleans is the heart of the world's greatest system of inland waterways and the proposed Tidewater Channel will further enhance the position of New Orleans as a great port.

SERVING LATIN AMERICA— New Orleans is closely linked with Latin America by tradition and temperament — is greatly favored as a trade mart. Recently added steamship and airline facilities provide further attractions to Latin American trade.

SERVING WORLDWIDE MARKETS— More than 50 steamship lines sail to and from 48 of the 50 leading world ports and to hundreds of smaller ones. Frequent sailings speed service and reduce port costs. At a recent International Week celebrated in New Orleans, ambassadors, ministers and other representatives of 30 foreign countries were in attendance — in recognition of New Orleans' importance to world trade.

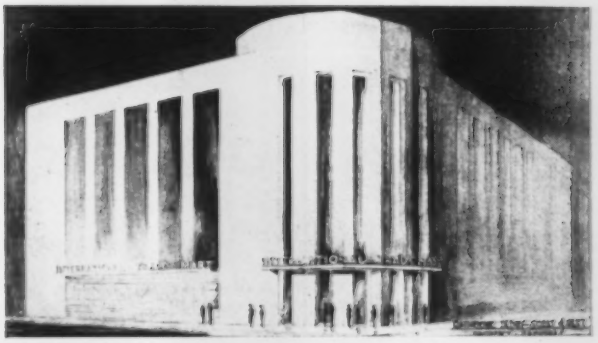
. . . and WWL is the greatest selling po

New civic enterprises speed growth and prosperity in New Orleans

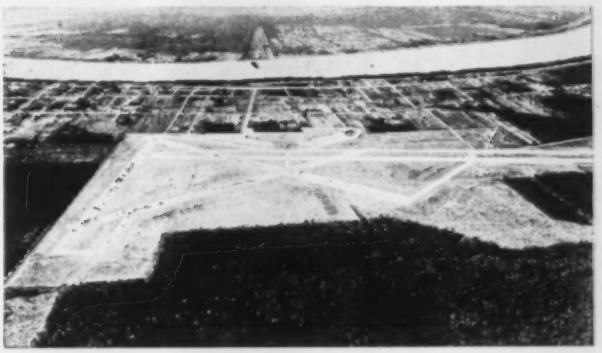


INTERNATIONAL HOUSE — One of New Orleans' most recent enterprises is International House which, in a beautiful ten-story building of its own, affords a meeting place for emissaries of world trade. Here every facility is available—the appointments of a modern club, meeting rooms, offices, research library — many other features and services. International House is a non-profit, non-trading institution supported by public-spirited citizens.

FOREIGN TRADE ZONE — New Orleans offers the facilities of a foreign trade zone — the second to be established in the United States. From this zone goods may be trans-shipped to foreign ports without passing through custom barriers. Foreign goods can be re-labeled, re-packaged and manipulated without recourse to a bonded warehouse. Judging from the record of the first foreign trade zone, New Orleans will now enjoy another substantial and rapid gain in import-export volume.



INTERNATIONAL TRADE MART — A model of modern architecture and twentieth century efficiency, this building will house a comprehensive display of raw materials and finished products from many countries. The International Trade Mart will be one of the finest, most complete wholesale trading centers in the world. It is expected to be in operation late in 1947.



WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Moisant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans — "Air Hub of the Americas" — serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

Proposed design of New Orleans' New Union Station which will accommodate 9 of the nation's major railroads.

power in the South's greatest city

WWL leads in promotion and merchandising, too!

Using all forms of consumer media, WWL effectively sells its features and its advertisers to the buying public. No other New Orleans station offers such a comprehensive program.

Full Color 24-Sheet Posters

Big Newspaper Ads

Point-of-Sale Displays

Street Car Dash Posters

Folks turn first to . . .

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

WWL-FM — the FM Station
Folks in New Orleans turn to first

The Greatest SELLING Power in the South's Greatest City

50,000 Watts - Clear Channel - CBS Affiliate

Represented Nationally by the Katz Agency, Inc.

Text of Opinion Voiding Anti-Petrillo Act

(See story in this issue.)

The text of the decision handed handed down holding the Lea Act unconstitutional follows:

The information filed herein charges a violation of Section 506 of the Federal Communications Act of 1934, as amended. It charges that the licensee of radio station WAAF, located in Chicago, Ill., for several years to, on or about, May 28, 1946, employed certain persons who were sufficient and adequate in number to perform all of the actual services needed by said licensee in connection with the operation of its radio broadcasting facilities; that notwithstanding the premises, the defendant, James C. Petrillo, president of the Chicago Federation of Musicians, on, or about May 28, 1946, at Chicago, Ill., wilfully, by the use of force, intimidation, duress and by the use of other means, did attempt to coerce, compel and constrain said licensee to employ, and agree to, employ in connection with the conduct of its radio broadcasting business, three additional persons not needed by said licensee to perform actual services, in the following manner, to wit:

(1) By directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by the said licensee in connection with the conduct of its broadcasting business, to discontinue their employment with said licensee;

(2) By directing and causing said three employes and other persons, members of the Chicago Federation of Musicians, not to accept employment by said licensee; and

(3) By placing and causing to be placed a person as a picket in front of the place of business of said licensee.

The information, therefore, charges that coercive practices employed by the defendant were only with reference to subsection (A) (1) of Section 506.

The pertinent portion of the section is as follows:

"Sec. 506. (A) It shall be unlawful, by the use of express or implied threat of the use of force, violence, intimidation, or duress, or by the use of express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel or constrain a licensee—

"(1). To employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employes needed by such licensee to perform actual services.

"(C). The provisions of subsection (A) of this section shall not be held to make unlawful the enforcement or attempted enforcement, by means lawfully employed, of any contract right heretofore or hereafter existing or of any legal obligation heretofore or hereafter incurred or assumed.

"(D). Whoever wilfully violates any provisions of sub-section (A) or (B) of this section shall, upon conviction thereof, be punished by an imprisonment for not more than one year or by a fine of not more than $1,000, or both."

The defendant has moved to dismiss the information on the ground that Section 506 of Title V of the Communications Act, added thereto by an Act of 1946, contravenes the First, Fifth, Tenth and Thirteenth Amendments to the Constitution of the United States.

The Court considers, first, the contention of defendant that Section 506 violates the due process of law protected under the Fifth Amendment in that it is so framed as to create indefiniteness and uncertainty in the definition of a criminal offense. The portion of the section here involved imposes a criminal penalty upon the use or threat to use pressure upon a licensed operator of a radio station.

"To employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employes needed by such licensee to perform actual services * * *"

There is no means, or guide, or standard by which the defendant may know "the number of employes needed." This is established by the licensee without prior knowledge upon the part of the person subjected to prosecution for violation of the section.

Such a provision in a criminal statute violates the established principle that: "A statute which either forbids or requires the doing of an act in terms so vague that men of common intelligence must necessarily guess at its meaning and differ as to its application violates the first essential of due process of law." Connally v. General Construction Company (1926), 269 U. S. 385.

A similar statement was more recently made in Lanzetta v. New Jersey (1939), 306 U. S. 451, and a detailed analysis of other cases is found in 83 Lawyers Edition, Annotation, pages 893-921.

The word "wilfully" used in Paragraph (D) of this section does not make definite the undefined offense. This view is not contradictory to that of Mr. Justice Douglas in Screws v. Douglas (1945), 325 U. S. 91, for he stated:

"* * * but where the punishment imposed is only for an act knowingly done with the purpose of doing that which the statute prohibits, the accused cannot be said to suffer from lack of warning or knowledge that the act which he does is a violation of the law * * *" (P. 104).

In that case defendants had knowledge they were committing an unlawful act, but under Section 506 here involved defendant cannot know whether he is doing that which the statute prohibits or is acting lawfully. This lack of knowledge is not due to ignorance as to existence of the statute. His guilt or innocence is subject wholly to the whim of others, and his position is that of the defendants in United States v. Local 807 of Teamsters (1942), 315 U. S. 512, 532, regarding whom the United States Supreme Court said:

"The state of the mind of the truck owner cannot be decisive of the guilt of these defendants."

Life and liberty may not be imperilled by, or be subject to, such a frail and uncertain device as one man's opinion against another's. The will of an individual to make an act a crime or not, depending upon his judgment, is abhorrent to our form of government.

It is the Court's opinion, therefore, that sub-section (1) of Section 506 is patently defective in its failure to define with reasonable certainty the crime charged.

There are, however, other fundamental deficiences in the act which must be considered.

Congress has plainly stated in this statute that if a licensee can be persuaded by means which place no constraint or coercion upon the licensee then the acts of the parties and the results accomplished are not prohibited.

It is legal and not prohibited by any law for the licensee to employ more persons than it needed, without any agreement with or, in fact, against the desires of its employes or its representatives. The employment of more persons than are needed by the licensee is not condemned in this legislation. Such act is not defined to be an evil which must be remedied; such conduct is not denounced or proclaimed to be illegal in any sense through all the wording of the statute.

The only time it becomes a crime under this statute is when the employer refuses to agree. If an employe persists in trying to demonstrate his demand to other employes by means of a picket it becomes a crime. But if the employer agrees to hire fifty more employes than are needed, it is not a criminal offense because of the decision of the employer.

The information charges that one of the means employed by defendant to enforce his request that more persons be employed by the licensee was the "placing and causing to be placed a person as a picket in front of the place of business of said licensee."

Can the hiring of additional employes which can be done legally by agreement of the licensee and the union, or by the licensee alone, be constitutionally denounced as illegal when done by the right of free speech as manifested by peaceful picketing?

There is in this case no charge of violence in picketing and therefore, the placing of a picket must be regarded by this Court as peaceful picketing. The Supreme Court of the United States in Carlson v. California (1940), 310 U. S. 106 said:

"* * * publicizing the facts of a labor dispute in a peaceful way through appropriate means, whether by pamphlet, by word of mouth or by banner, must now be regarded as within that liberty of communication which is secured to every person by the Fourteenth Amendment against abridgement by a State."

It is this fundamental right that is here challenged as an unlawful means to procure the accomplishment of an admittedly legal objective. The Court is of the opinion therefore, that picketing where not accompanied by any force or violence, used merely for the purpose of disseminating the views of defendant and the members of the musicians union is a manifestation of the exercise of the right of free speech and cannot be defined as illegal except under circumstances which warrant a restraint upon freedom of speech or where it is used for some unlawful purpose.

It has been repeatedly and universally held that peaceful picketing is a form of speech and discussion that cannot under the First or Fourteenth Amendments be curtailed by any legislative enactment. Thornhill v. Alabama (1940), 310 U. S. 88.

The information further charges attempts to coerce, compel and constrain employment by means of (1) causing three musicians to discontinue their employment; and (2) causing three musicians not to accept employment by such licensee.

There is no doubt as to the Constitutional right to discontinue an employment or to refuse such employment. The Thirteenth Amendment accomplishes the purpose:

"To make labor free, by prohibiting that control by which the personal service of one man is disposed of or coerced for another's benefit, which is the essence of involuntary servitude." Bailey v. Alabama (1911), 219 U. S. 219.

As was said in Carpenters' Union v. Citizens Committee (1928), 333 Ill. 225:

"Every man has a full freedom in the disposal of his labor according to his will, and workmen have a right to organize for the purpose of promoting their common welfare by lawful means. They may impose any condition of their employment which they may regard as beneficial to them, and if not bound by contract, may abandon their employment at any time, either singly or in a body, with or without cause. They have the right to a free and open market in which to dispose of their labor."

Under the Thirteenth Amendment the right of any worker to leave his employment at will, or for no reason at all, is protected and that right is inviolate. The freedom to quit and refuse to undertake work may as readily be exercised through a group organization as individually.

It is further contended, the statute violates the Fifth Amendment because it denies equal protection of the laws. It is fully recognized that there is no specific Constitutional right to equal protection of the laws which restricts Congress; but it is true that:

"Discriminatory legislation may be so arbitrary and injurious in character as to violate the due process clause of the Fifth Amendment." Detroit Bank v. United States (1943), 317 U. S. 329.

The Circuit Court of Appeals for this circuit recently said:

"Congress may not arbitrarily classify an act as something, the attributes of which it does not partake, Heiner v. Donnan, 285 U. S. 312, but it may always designate an act as coming within a certain category if in its inherent nature it may reasonably be said to be endowed with the qualities of such category." In re Chicago, R. I. & P. Ry. Co. (1937), 90 F. (2d) 312, Cert. Den. Bankers Trust Co. v. Wise (1937), 302 U. S. 717.

The Fifth Amendment imposes a restriction upon Congress, but specific, but equally effective as to arbitrary classification. The guarantee of peaceful picketing is found in the specific guarantee of freedom of speech by the First Amendment: The guarantee of freedom to withdraw from employment or refuse to accept employment is found in the specific guarantee of the Fifth and Thirteenth Amendments.

This statute could be used to deprive the members of the Musicians Union of the right to quit work collectively as a means of enforcing their demands with reference to the making of a new contract. All other employes of this country have the right to quit work collectively in order to use their bargaining power; they have the right to strike in order to enforce their demands.

Broadcasting station employes are placed in a class separate and apart from those of all other employes in the United States.

The statute does not apply to employes who are engaged in communication such as telephone or telegraph companies, but is definitely limited in its application to broadcasting station employes and no others. As a result the broadcasting station employes are singled out and held to a more rigid rule than any other employes: They have not the same rights and privileges as other employes; they are penalized and prohibited in their contractual negotiations, while other employes enjoy the right which is denied them.

A penalty which applies uniquely to broadcasting station employes and no others: A prohibition which relates solely to contracts between these same employes and no others; an inhibition which defines lawful acts as unlawful when applied to these employes and no others cannot survive the constitutional test. This segregation and classification plainly falls within the arbitrary group of class legislation.

The court finds it necessary to hold that the statute here involved in the application here sought to be made violates the Fifth Amendment because of indefiniteness and uncertainty in the definition of a criminal offense: Violates the First Amendment by its restrictions upon freedom of speech by peaceful picketing; violates the Fifth and Thirteenth Amendments by its restriction upon employment of labor; and violates the Fifth Amedment by an arbitrary classification as between employers and employes and as to other communication industries.

Whether or not the objectives sought to be attained by this statute are, or are not, economic evils which should be restrained or suppressed are questions not within the province of this court. This court does not hold that Congress is powerless to act or that the declared objectives of this law are beyond the reach of Federal legislative control.

The only question before the court is the Constitutional aspect of this statute as it was written by Congress. On this question the court is of the opinion that this statute is unconstitutional for the reasons above stated.

An order may be entered dismissing the information and discharging the defendant.

WAGE ISSUE DELAYING WORLD-GUILD COMPACT

EXECUTIVES of World Broadcasting System and the United Office and Profesional Workers of America (CIO) Radio Guild, have agreed to the major portions of a contract for the company's white collar workers, with the exception of the terms for an increase in the weekly wage, it was learned last week.

The company and union have come to terms on the following issues: a two-week vacation, a job security clause, arbitration on all disputes, a 37½-hour work week with overtime set on a daily basis, as well as the contract's retroactive date, Nov. 1.

However, wage scale terms are still in dispute, it was said. The company offered the union the following weekly salary increases: For those who have been with the company from 6 months to a year a $2 raise; from one to two years, $3; from two to three years, $4; and above three years' service with the company, $5.

The union has not accepted these terms and was planning to hold a strategy meeting the latter part of last week to determine future policy on this point.

Hembrooke Named

EMIL F. HEMBROOKE, director of equipment and engineering for Muzak Corp. since 1945, has been named a vice president of that corporation. He joined Muzak in 1941 and prior to that was an engineer with Western Electric.

Just Ducky

WKY Oklahoma City, which carried the finals in a big duck-calling contest in the Municipal Auditorium, reports that the broadcast was too successful. Immediately afterward, an irate sportsman who lives on a lake front called the station, fighting mad: "I just heard your broadcast and now there is a flight on the lake. Why did you do it now?" His complaint was that they were the sitting ducks and the season hasn't opened yet. Johnny Martin, WKY announcer and himself an expert caller, handled the broadcast of the event, attended by 3000 duck hunters. It was won by Jimmy Fowler, 18.

WBBQ to Start Operating At Augusta, Ga., Jan. 12

WBBQ will start operating at Augusta, Ga., on Jan. 12, having purchased the complete facilities formerly used by WGAC Augusta, George G. Weiss, manager, announces. Mr. Weiss is president of Savannah Valley Broadcasting Co., owners of WBBQ. Station will be basic Southeastern outlet for MBS and will operate fulltime on 1340 kc with 250 w power. AP and INS news services will be used. National representative is Joseph Hershey McGillvra Inc.

Staff of WBBQ will include George M. Scott, formerly of WGAC and the *New York Times*, program director; John W. Watkins, formerly of WGAC, WING Dayton, WCKY Cincinnati and WGRC Louisville, commercial manager; David Freeman, formerly of WGAC, chief engineer.

IE DAY ON WNBC

ITINERARY CHECK is made by James M. Gaines (l), manager of WNBC New York, and Richard F. Flood, general chairman of the Bayonne, N. J., program committee for a special events broadcast, *Bayonne Day on WNBC*. Station brought all its personalities to the New Jersey city for the first of its salutes to communities in its area.

WLAT Transaction Gets FCC Approval

Owner's Sale of Half Interest in Conway, S. C., Outlet OK'd

SALE of half interest in WLAT Conway, S. C. by owner Loys Marsdon Hawley to an associate for $5,023.64, and five assignments or transfers involving no changes of ownership, were approved by FCC on Nov. 29, the Commission announced last Monday.

The WLAT transaction, arising out of a July 1945 partnership agreement, transfers half interest to Herman Lee Hanks, chief engineer [BROADCASTING, Nov. 25]. WLAT is on 1490 kc with 250 w fulltime.

FCC also approved involuntary transfer of control of A. H. Belo Corp., licensee of WFAA Dallas 50 kw on 820 kc, sharing time with WBAP Ft. Worth, from George B. Dealey, deceased, to three trustees under Mr. Dealey's will: Edward M. Dealey, J. M. Moroney, and George Waverly Briggs.

Assignment of license of KROD El Paso from Dorrance D. Roderick to Roderick Broadcasting Corp. which is owned by Mr. Roderick, was approved after capitalization plans were revised. The original application, calling for the company to issue $200,000 worth of bonds at 5% payable over a 10-year period, had been set for hearing. Under the revised plan, the company will issue $200,000 in preferred stock to Mr. Roderick. KROD is on 600 kc with 1 kw day and 500 w night.

Other Actions

Other license assignments approved by FCC:

License of WNAX Yankton, S. D., (570 kc, 5 kw), from WNAX Broadcasting Co. to Cowles Broadcasting Co., a move designed to simplify the corporate structure of the Cowles interests.

Involuntary assignment of license of WEMP Milwaukee (1340 kc, 250 w), as a result of the death of Mrs. Genevieve S. Nesbit, whose 6.25% interest goes to her husband Wellwood Nesbit, himself owner of 6.25%. There are eight other stockholders including Robert M. La Follette Jr., Progressive Party Senator who was defeated in his campaign for renomination last spring.

KXOA Sacramento (1490 kc, 250 w) from Lincoln Dellar to Sacramento Broadcasters Inc., wholly owned by Mr. Dellar.

Keystone Adds 11

KEYSTONE Broadcasting System last week announced addition of 11 affiliates bringing total number of KBS stations to 233. New stations are: WRHP Tallahassee, Fla.; WSGC Elberton, Ga.; WFOM Marietta, Ga.; WRQX Vidalia, Ga.; KWHK Hutchinson, Kan.; WATZ Alpena, Mich.; WWSC Glens Falls, N. Y.; WICY Malone, N. Y.; WMOA Marietta, Ohio; WKDK Newberry, S. C.; WKRM Columbia, Tenn.

Farmer's Favorite

And believe us, the farmer down this way has money to jingle in his jeans. KTSA programming acknowledges this fact. Served with KTSA's powerful signal, KTSA gives the farmer what he likes, and results prove it! Let us show you, too!

KTSA

SAN ANTONIO, TEXAS

5000 WATTS l. s. • 550 K. C.

Affiliated with Taylor-Howe-Snowden Radio Sales

COLUMBIA BROADCASTING SYSTEM

LONE STAR CHAIN

SUPERIOR IN ENGINEERING . . . HIGH FIDELITY IN PERFORMANCE

The New GATES FM
250 WATT TRANSMITTER
. . . is here . . . !

This is an outstanding FM Transmitter—in engineering, in design, in performance—assured by GATES "Know-How" of 24 years standing and months and months of pre-testing in the GATES laboratories of those features declared best for FM transmission, which it incorporates.

. . . WITH THESE BUILT-IN OPERATING ADVANTAGES

This Unit provides ALL features you want most. Besides its vertical chassis for easy accessibility, the three-quarter length front and full-length rear doors, plus modern styling, it gives you:

DIRECT CRYSTAL CONTROL

. . . eliminating the necessity of specially designed motors or critically tuned circuits—an important engineering accomplishment.

SIMPLIFIED ADJUSTMENTS

Only a limited number of components and controls are used—for simplicity of adjustments and ease of operation.

THE BASIC UNIT FOR ADDED POWER

Permits increase of power by the addition of a 1 KW or a 3 KW amplifier constructed in a matched cabinet. Hence obsolescence is obviated.

FORCED AIR COOLING

. . . is used throughout on all power amplifier tubes to secure long life.

EXCEEDS ALL FCC STANDARDS

All requirements of the Federal Communications Commission are exceeded by the characteristics of this FM Transmitter.

THE "*INSIDE*" STORY

Note the simplicity of assembly, the full length door exposing the inter-unit construction—and how accessible all parts are thus rendered.

MODEL BF-250A

The modern, streamlined cabinet is beautiful in apperance with all controls at eye level. Two large doors extending to control Panel, are easily opened. This Unit will add "showmanship" to any Broadcasting Studio.

GET THE FULL SPECIFICATIONS . . . THEN PLACE YOUR ORDER !

GATES RADIO CO.
QUINCY, ILLINOIS

NEW YORK OFFICE:
9th Floor, 40 Exchange Place

SOLD IN CANADA BY:
Canadian Marconi Co. Ltd.,
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT . . . SINCE 1922

Doherty Urges Positive Federal Policy To Stop Destructive Industrial Strife

INDUSTRIAL strife has the potential power to destroy the American way of life unless the nation formulates a positive labor policy, Richard P. Doherty, NAB director of employe-employer relations, told the Alabama State Broadcasters Assn. at its meeting held in Birmingham.

A positive labor policy, he said, must not be borne of punitive motives but must have as its primary goal creation "of an environment conducive to effective mutuality in collective bargaining." He said this policy must proceed on the thesis that the economic welfare of society at large supersedes the so-called rights and freedom of both labor and management.

Pointing to the tendency in the field of industrial relations for both sides to view their respective rights and privileges as more fundamental than the prevailing code of practice, or even the law, he added, "Labor should be no more sacred than any other area of economic and social relations so far as accepted standards of fair play are concerned and no more immune to legislative regulations and legal standards."

Destructive Methods

He blamed the troubles and weaknesses that beset collective bargaining not so much on the process itself as on some persons responsible for its operation. "There are still certain management and union officials who weaken collective bargaining by their inept, militant and destructive techniques," he said.

Compulsory arbitration, if adopted as the way to industrial peace, would cause the disappearance of genuine collective bargaining and bring in its place bureaucratic control of economic society, he predicted, recalling the experience of the war.

He suggested that an approach to fair solution of the problem would not attempt to control legislatively the collective bargaining process, since this should remain bilateral between labor and management; would seek to correct abuses, or potential abuses, arising from destructive practices; would provide a Federal commission on fair labor practices much as the Federal Trade Commission functions in unfair trade practices, operating within an area of Wagner Act amendments. This commission would not have power to arbitrate terms but would judge alleged unfair labor practices and issue cease and desist orders against the offending party, either labor or management. It would require strong enforcement teeth backed by enforceable penalties.

Mr. Doherty said no single piece of legislation can fully cover specific bargaining abuses of unfair practices, but felt it would lay down principles and concepts leading to progressive flexibility to curb destructive practices. Need for governmental and other mediation and conciliation machinery would continue, he added.

D. C. RADIO INSTITUTE IS TO SET U. S. PATTERN

PATTERN for a nationwide series of radio institutes, designed to give civic leaders practical information about the use of broadcasting, will be set in Washington Jan. 23 when the local Assn. of Women Broadcasters meets at the Washington Gas & Light Co. auditorium, 1:30-5 p.m.

Speakers will include A. D. Willard Jr., NAB executive vice president; Dorothy Lewis, NAB coordinator of listener activity, and Arthur Casey, assistant manager of WOL Washington. Panel discussion, talks, skits and program demonstrations will supply answers to questions most frequently asked by organization leaders.

Radio Reminiscences

DR. A. HOYT TAYLOR, chief consultant for electronics at the Naval Research Laboratory, Washington, D. C., will review important developments in the history of radio at a meeting of the Washington section of the Institute of Radio Engineers tonight in the Potomac Electric Power Co. auditorium. His topic will be "Radio Reminiscences." Annual election of officers will be held.

Gate-Crashers!

BROADCASTERS, accustomed to gate-crashing when celebrities are about, saw it work in reverse last week. Florida Assn. of Broadcasters had arranged a Water Show at the world's largest salt water pool, at the headquarters hotel, McFadden-Deauville, Miami Beach, to wind up the Dec. 1 semi-annual meeting. Impromptu spectators, admitted after FAB President Jim LeGate (WIOD Miami) gave his assent, included: Governors Thomas E. Dewey, N. Y.; R. Gregg Cherry, N. C.; Clarence W. Meadows, W. Va.; Herbert B. Maw, Utah; Millard F. Caldwell, Fla. P. S.: They were at Miami Beach for a governors' conference.

the bigger they are... the harder they fall

That goes for sales problems, too—when you bring them to 50,000-watt WWVA.

Take the case of the worried advertiser who wondered how to sell a $6.95 product without spraining his advertising budget. He scoffed when we suggested that he solve his problem via WWVA. After a little consideration, the advertiser decided to accept only 6 announcements at—of all times—5:15 in the morning. They cost him a total of $72.

Not long afterward he was a mighty speechless advertiser* when we handed him 412 orders for $2,863.40 worth of his product. Based upon WWVA's Class C one-minute announcement rate, this cost him 17½ cents per sale.

"Amazing," he gasped. "Nothing to it at all," we told him. "The bigger the sales problem, the harder it falls with WWVA."

You can find out how true that is yourself if you'll call WWVA or the nearest John Blair office right away.

**We'll tell you who he is if you ask us.*

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

A BASIC ABC STATION

The COMBINATION to GEORGIA

THE GEORGIA MAJOR MARKET TRIO

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job **—at one low cost**

all **CBS** available at combination rates

★1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY **THE KATZ AGENCY,** INC.

Cardinal Co., Hollywood, Expands, Signs Horswell

CARDINAL Co., Hollywood, radio production unit, last week announced expansion plans extending into open end transcription activities, and simultaneous appointment of Bert Horswell as director of station relations.

Mr. Horswell

Producers of transcribed *Art Baker & His Notebook* for Montgomery-Ward Co. [BROADCASTING, Nov. 25], firm plans complete promotional service on all transcribed shows. Service will consist of newspaper mats, photographs, news and program promotion spot announcements.

40 AFA CLUBS ENTER ESSAY COMPETITION

FORTY affiliated clubs of the Advertising Federation of America are participating in the high school essay contest on advertising sponsored by the Federation.

The essays, limited to 1000 words, will be written on "What Advertising Can Mean to the Future of America." The winning essays in the local contests are to be in the hands of the national judges by April 15. Winner of first honors in the national contest will be given an all-expense trip to the Federation's annual convention in Boston, May 25 to 28, and $500.

Among cities holding local contests are Chicago, Boston, Washington, New York, Cleveland, Detroit, St. Louis, Dallas, Louisville, Birmingham, Peoria, Columbus, New Orleans, Jacksonville, Denver and Philadelphia.

AAF ROCKET TRANSMISSION

First Successful Test Expected to Reveal Facts on Behavior of Upper Air

FIRST successful transmission of radio signals from the upper stratosphere and ionosphere, achieved by Army Air Forces in a V-2 rocket, is expected to reveal important facts on behavior of the upper air. The signals were transmitted up to the top of the rocket's 63.5 mile trajectory, and during the descent as well.

Motion pictures of oscilloscope readings of the rocket's signals are being studied by AAF scientists at the Cambridge Field laboratory in Boston. At least two months will be required for preliminary tabulations of the reflective and refractive habits of the upper air.

The findings, scientists hope, will not only increase present knowledge of what happens when a radio wave hits upper air layers but will permit more accurate predictions of best frequencies for radio communications.

New Tests Planned

Even as results of the rocket transmissions are being studied, AAF and its scientific consultants are looking forward to the firing of other rockets at the White Sands, N. M., station. Past efforts to transmit from the rocket have been unsuccessful, aside from various types of telemetering instruments that measure temperature of the rocket skin and other factors.

AAF hopes first of all to receive transmissions from higher levels since the 63.5 mile height attained by the last rocket, which took motion pictures of the earth, was disappointing. Highest altitude attained by a rocket was 102 miles but the missiles are designed to reach 160 miles.

The latest missile received radio pulses of 6 and 470 mc from the ground. The 470 mc wave tripped a modulator which caused a transmitter in the rocket's warhead to respond on 493 mc with a pulse 165 microseconds long. The 6 mc signal also brought a response which was superimposed on the 493 mc pulse. These signals were photographed on an oscilloscope. The 6 mc pulse was known to be strongly affected by the density of the ionized layers, whereas the very high frequency signal remains unaffected. By measuring the scope signals the density and characteristics of the layers can be determined.

In the next rocket AAF plans to transmit a signal sweeping between 3.5 and 6 mc, frequencies used in the daytime for communications. Later on AAF plans to place a receiver in a rocket to pick up signals transmitted from the Bureau of Standards in Washington. From this operation it hopes to obtain data on the intensity of the signal at various heights, with sharp indication of when the rocket goes through various layers as a telemetered signal on 500 mc is received. This may provide data on thickness of various layers.

Highest altitude attained by radiosonde balloons is 65,000 feet. Bureau of Standards measurements of upper air habits, based on reflected pulses, were greatly expanded and improved as a result of war operations.

Still beyond immediate AAF attainment are the F1 and F2 layers, which range from 130 to 175 miles, and the mysterious aurora polaris which ranges up to 600 miles above the earth.

The Doorway to a
460 Million Dollar MARKET!
AFFILIATED WITH
TAYLOR HOWE SNOWDEN
COLUMBIA ★ BROADCASTING ★ SYSTEM
KEYS
YOUR DIRECT COURSE TO
A FABULOUS TEXAS MARKET
Corpus Christi's yacht basins are as modern as any found on the American coast-line, boats as long as 75 feet being easily accommodated. The Corpus Christi waterway has handled a grand total of 135,966,402 tons of miscellaneous cargo since 1926, standing in eleventh place among the Nation's harbors. The Intra-coastal Canal, an integral part of an inland waterway system destined to become the greatest in all the world, is making increasingly greater contributions to the economic well-being of all the coastal cities of Texas, and other Southern States! As a port, Corpus Christi is the recipient of ever-mounting revenue—and KEYS—your CBS outlet in this valuable area—is the station to reach it!
250 watts
1490 kc
Corpus Christi, Texas

SOUND EQUIPMENT — *precisionized* — mechanically and electrically — *for finer performance*

30 ~~60~~ DAY DELIVERY

Unit 524 Transcription Turntable

Fairchild is now in a position to accept additional orders for the NEW Unit 524 Transcription Turntable on a newly established . . . 30-day delivery basis.

Here again, Fairchild has anticipated the needs of FM with the Unit 524 Transcription Turntable. It's completely new. It offers 'WOW'-free performance without turntable noise, rumble or vibration for either FM or AM recorded broadcasts; for dubbing from disc to disc, or to film; and for laboratory uses where extraneous noise and distortion cannot be tolerated. It has been engineered for wide dynamic range, minimum distortion content and wide frequency range — *to keep the record alive!*

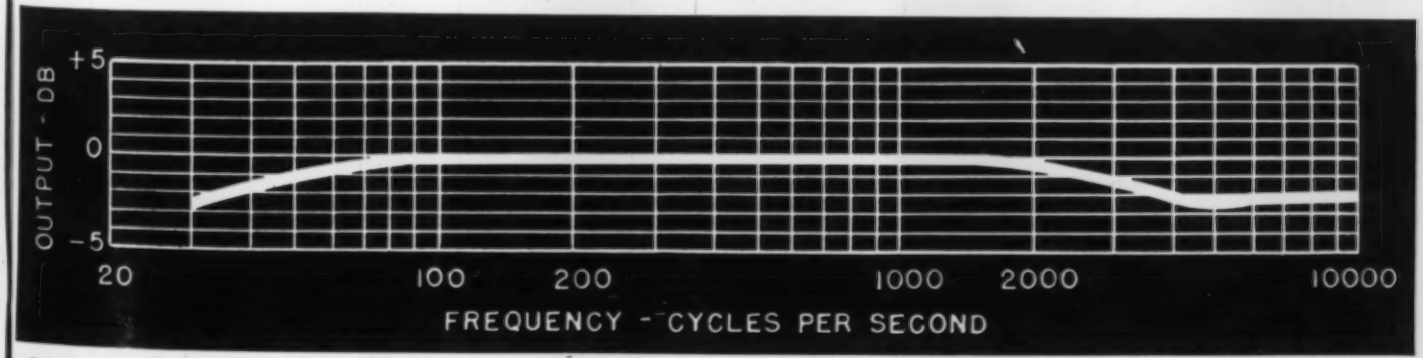
The drive and turntable have been newly designed for cabinet installation. They are *not* portable units set in a console. A vibration-proof rubber coupling connects the synchronous motor and drive which are spring mounted and precision aligned in a single heavy casting—*at the bottom of the cabinet*—as shown in the illustration above.

'WOW'-free operation is assured at either 33.3 or 78 rpm by a carefully maintained evenness of speed. Split-second timing is guaranteed by the positive Fairchild direct-from-the-center turntable drive. 30 to 10,000 cycle frequency response is provided by Fairchild's patented 25 gram 'floating' pressure Lateral Dynamic Pickup—*as shown below in the typical production line frequency-response curve!*

For complete information address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

SOUND EQUIPMENT

Fairchild CAMERA AND INSTRUMENT CORPORATION



WCKY

FIFTY THOUSAND WATTS

L. B. Wilson

Studios and Offices
Hotel Gibson

CINCINNATI, OHIO

OFFICE OF
L. B. WILSON
PRESIDENT AND GENERAL MANAGER

Dear Time Buyer:

Here is the WCKY story.

Seven months ago we started block programming and the six months' Hooper shows a big gain in audience for WCKY. We have gained every month for six straight months. Our Hooperatings are much higher and our mail response tremendously higher than at any time during our 17 years of broadcasting.

We have not only gained tremendously in our Cincinnati Hooperatings, but we have received more than 350,000 letters on our Jamboree program from 33 states - 76% of the mail coming from 12 states in our intense listening area (this represents our plus coverage).

See Free & Peters, our national representatives, for details on six months' Hooperatings and mail response.

INVEST YOUR AD DOLLAR WCKY'S-LY.

L. B. Wilson

L. B. Wilson

POWERFUL AS ANY RADIO STATION IN THE ENTIRE UNITED STATES

HOOPER STATION LISTENING INDEX

CITY: CINCINNATI, OHIO — City Zone — MONTH: OCTOBER, 1946

Total Coincidental Calls—This Period 16,113

INDEX	SETS-IN-USE	WCKY	STATION A	STATION B	STATION C	STATION D
WEEKDAY MORNING MONDAY thru FRIDAY 8:00 A.M.–12:00 NOON	13.6	19.3	14.3	23.6	15.3	27.2
WEEKDAY AFTERNOON MONDAY thru FRIDAY 12:00 NOON–6:00 P.M.	17.0	25.8	11.0	11.4	17.9	33.7
EVENING SUNDAY thru SATURDAY 6:00 P.M.–10:30 P.M.	32.3	13.2	9.0	11.6	24.2	41.9
SUNDAY AFTERNOON 12:00 NOON–6:00 P.M.	18.5	18.8	21.2	21.6	12.4	25.6
SATURDAY DAYTIME 8:00 A.M.–6:00 P.M.	15.1	18.1	13.2	24.1	20.5	24.1
TOTAL RATED TIME PERIODS	21.1	17.8	11.2	14.6	20.5	35.7

A SPECIAL HOOPER BREAKDOWN SHOWS THAT, IN THE PERIOD FROM MAY 1 THRU OCTOBER 31, 1946, FROM 8 AM TO 8 PM, MONDAY THRU FRIDAY, WCKY LEADS ALL CINCINNATI STATIONS, EXCEPT ONE.

WCKY

FIFTY THOUSAND WATTS OF

SALES POWER

DOING THE REAL JOB FOR THE ADVERTISER

Editorial

Grass Roots Radio

OUT OF a one-day meeting of the Florida Assn. of Broadcasters in Miami Beach last week came action of profound importance to all radio.

This state association has done things in the past—on ASCAP, on labor unions and on state sales and franchise tax attempts. It isn't that Florida broadcasters have problems any more pressing than those of other states. It is simply that they do something about them. The Georgia Assn. of Broadcasters a week before collaborated with the U. of Georgia in holding the first state Radio Institute to indoctrinate its journalism students and its faculty with practical radio operations to supplement class-room theory—another forward step.

These developments demonstrate the value of the grass-roots approach. Radio's policies and tradition are established, not in such centers as New York, Hollywood and Washington, but in the typical American communities where Main Street means something and local-self-expression is more than a catch-phrase.

In its decade of existence, the Florida association has become an effective force in the state. That is because a number of its members have been willing to give freely of their energy and time and have provided the leadership so essential in getting things done—such men as Fred Borton of WQAM Miami, NAB district director and Jim LeGate, WIOD Miami, FAB president.

The FAB had as its invited guests at its Sunday session most of the Congressional delegation from Florida, the Governor and members of his staff along with other men in public life. It set up a plan to retain a representative in the state capital during the legislative session, to work with an FAB member assigned to Tallahassee on a rotation basis each week of the session. It voted against the 2% cash discount to advertising agencies and cited cogent reasons why. It adopted a resolution calling upon the FCC to break the bottleneck in clearing transmitter sites. It induced NAB President Justin Miller to keynote and tell Florida's Congressional delegation the facts of radio life, legally and legislatively.

The joint legislative-FAB meeting was frankly an experiment. Both sides profited, it was evident. State organizations can work effectively on the state level. They also can perform with value as tributaries of the NAB.

Radio shop talk with the men who make the laws can go far in dispelling the fog of confusion spread by the professional critics of radio. Developments of projects like the Georgia Radio Institute gives radio an opportunity of presenting favorably the advantages of American radio to those young men and women who some day will assume leadership in our affairs.

State broadcasters' associations would do well to emulate that which has been started so well during the last fortnight in Georgia and Florida.

Caesar Sells La Buy

"THANK GOD for the Federal courts." That was the statement uttered by James C. Petrillo when he was informed that Judge Walter J. La Buy had ruled that the Lea Act, designed to curb Petrillo shenanigans, is unconstitutional.

We join him—fervently. If the Lea Act is unconstitutional, then let's cancel it. But let's pass a law that is constitutional. A law that will stop not only Petrillo, but all other strong-arm artists.

Judge La Buy, in his decision, said: "This court does not hold that Congress is powerless to act or that the declared objectives of this law are beyond the reach of Federal legislative control."

The new Congress sits Jan. 3. The Lea Bill passed the House by a vote of 222-43. It passed the Senate by a 47-3 vote. That was in the retiring Congress, and enthusiasm against Petrillos will run even higher in the 80th Congress.

The La Buy decision is conclusive of nothing. We thought the Lea Bill was constitutional. So did the President, on advice of the Attorney General, for he signed it.

Two alternatives are open. The way is cleared for Supreme Court adjudication. Judge La Buy had that course in mind. Congress can enact a constitutional bill. With the Lewises and the Petrillos and the AFRA's flying high, and with the new Republican Congress committed to curb labor excesses, we think the chances are better than good that a foolproof law will be passed.

Mr. Chairman Denny

CHARLES R. DENNY now is chairman of the FCC. He has earned the tribute implicit in President Truman's appointment last week.

Mr. Denny's spectacular rise to the chairmanship is legend now. He became Acting Chairman very much on the recommendation of Paul A. Porter, and when Mr. Porter, leaving the OPA, decided to forsake Federal service, there can be little doubt that he used his good offices with Mr. Truman to urge Mr. Denny's appointment to the chairmanship.

Since assuming the chairmanship in an acting capacity last March, Mr. Denny has racked up many important accomplishments. He has streamlined licensing activity of the Commission and he has established "processing lines" which do much to liquidate the age-old problem of political pressure.

Of course, Mr. Denny inherited the Blue Book, which was ready for issuance at about the time he relieved Mr. Porter. The Blue Book wasn't his baby, but he has contributed to its upkeep. This may be an accomplishment by his own lights, not by ours.

And if he should fail in his administration of the Commission, we feel it will be on this issue to which he so stubbornly clings—that the Blue Book has force in law.

At all events, he's still the hard-hitting, able young Charlie Denny who fought his way through a Congressional investigation to fame at an early age. His appointment is on merit and none can deny it.

Our Respects To—

HARRY WILLIAM WITT

WHEN one of your accounts can triple dealer tie-ups in a matter of days, it's time to respect the advertising medium responsible. So reasoned Harry William Witt late in 1933, when he decided to leave Norman W. Tolle & Assoc., San Diego advertising agency, to become sales manager of KGB, then CBS-Don Lee station there.

Since then he has progressed to his present post as assistant general manager of KNX Hollywood and of Columbia Pacific Coast operations. As chief of staff to Donald W. Thornburgh, CBS western division vice president, Harry is responsible for general supervision of sales, programs and administration.

As an undergraduate at the University of California, Berkeley, he received his first impetus in direction of advertising from a member of the faculty. Charles Raymond, who enjoyed a fair reputation as a copy writer at that time, was also teaching a course in advertising copy.

Mr. Witt was a pupil. Not content with mere writing exercises, though, he sought further experience in another realm of prose. To this end, he spent a year as campus correspondent of the *San Francisco Examiner*. No by-lines came his way, he laughingly recalls, but it did bring him into a variety of situations which called for a form of salesmanship to get his story.

Since his graduation from University of California in 1925, he has been associated with the broad field of advertising sales constantly. Upon graduation, he joined sales department of Foster & Kleiser, San Francisco, outdoor advertising firm. After a year's training in his natal city, he was shifted to Los Angeles for two years and then to San Diego where he remained with the organization until 1932.

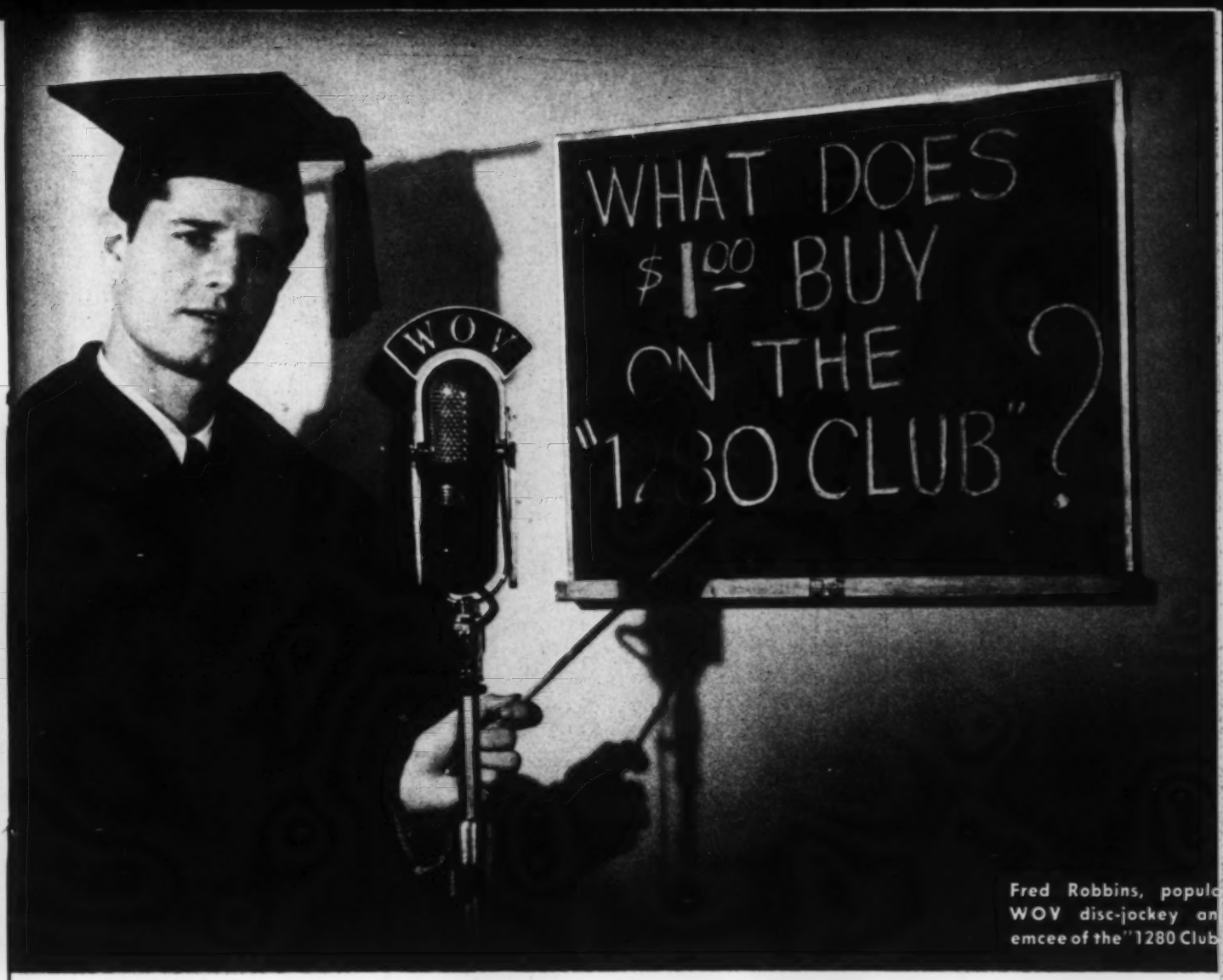
Next he sought a broader view of all advertising media. With the Tolle agency, he recalls that a little of everything was all of his job, "almost getting to the point of sweeping out but not quite."

Grasping the power of radio during this period, he was most susceptible to a proposition from Lincoln Dellar, then manager of KGB. This proposition took the form of station sales manager.

Cautiously, he approached his new responsibility, determined to tread carefully until he had a firm grasp of the medium. This was not to be his luck. His second day on the job, a glum auto dealer approached him with a problem. Being a newcomer to the city, he said he was having trouble gaining acceptance in the community.

To familiarize the dealer's name, Mr. Witt

(Continued on page 48)



Fred Robbins, popula WOV disc-jockey an emcee of the "1280 Club

Fred Robbins Tells You All There Is To Know About His Select and Ardent Audience

AGE, sex, income, where and how they live . . . to our knowledge, Fred Robbins is the only emcee who can tell you everything there is to know about his listening audience.

Recently, "The Pulse, Inc." analyzed the first 25,000 registered listeners to WOV's "1280 Club" program, broadcast nightly from 6:30 to 9:00 p.m. The results really give you the dope. For example:

The "1280" "Club" delivers 1280 listeners for a dollar.

Their average age is 23 years.

56% are women . . . 44% are men.

96% live in New York's concentrated metropolitan area. And we can tell you the home address of each one.

Get the complete facts on this most revealing of all listener surveys. You'll discover that the "1280 Club" is a "must" in New York. Phone or write for a WOV representative today.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its **50,000 Watts** is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

Respects

(Continued from page 46)

thought three nightly spot announcements would turn the trick. In each announcement, KGB listeners began to hear the name constantly quoting him as follows: "Mark Hanna says . . ." After several days, strangers began to stop Mark Hanna on the street, wondering what he had to say. At this point, Mr. Hanna appealed to Mr. Witt for a change in the copy line.

That was only the beginning. The station's local business bloomed from a puny annual $17,000 billings to more than $80,000. Modestly, he tries to explain this away. When asked for an explanation, he says they simply sold advertisers who had never used radio before. But there's more to it than that when you sell a local department store, public utilities and the community's oldest bank.

For a job well-done, he was named general manager of the station in April 1935. Then in February 1936, he was named sales manager of KHJ Los Angeles. When CBS purchased KNX in September of that year, he joined the network as station sales manager and progressed to Los Angeles sales manager of Columbia Pacific Network in fall of 1937. He attained his present status in August 1943.

While on a vacation at La Jolla in 1928, he first met Louisa von KleinSmid. Less than a year later, in March 1929, they returned to La Jolla for their honeymoon. Today they boast two sons, Harry Walter, 11, and Stephen Jeffrey, 8.

Although born in San Francisco, Oct. 10, 1901, and educated at Polytechnic High School there, before attending college, Mr. Witt is now a Southland Californian entirely by choice.

The Witt foursome now lives in Brentwood, a suburb of Los Angeles, where Mr. Witt apportions his hobby hours between gardening and golf with a heavier accent on the former. Though hardly an orchard, his garden includes a representative collection of fruit trees.

From 1939 to 1941, he served two terms as president of Southern California Broadcasters Assn. He has also been a director of the Los Angeles Ad Club. Currently he is a director of SCBA and member of the University Club. On the Greek side, he lists membership in Alpha Sigma Phi and professional membership in Alpha Delta Sigma, national advertising honorary.

FM Oddity

PHENOMENAL thing, this FM. WBKY Lexington, the U. of Kentucky's educational FM outlet, reports a letter from Johnnie V. Meier of Dallas, saying he has heard three WBKY programs with good quality. WBKY operates at present on 500 w power with a single element antenna 100 feet above ground.

MANAGEMENT

ROBERT A. DROHLICH, chief of the radio branch of the national public relations division of The American Legion, has resigned to assume management of WWOK Flint, Mich., new outlet in which he and his brother, **ALBERT S. DROHLICH,** share interest. Scheduled to start operation as an independent outlet shortly after Jan. 1, WWOK will use 1 kw fulltime on 1470 kc. The two brothers formerly owned KDRO Sedalia, Mo., which they had sold last January upon entering the AAF. Albert S. will be program director of new station.

EDWARD HURT, co-owner of KFXD Nampa, Idaho, is recovering from serious injuries suffered in tractor accident during construction of KFXD's new plant.

IRA A. HIRSCHMANN, owner of WABF New York (FM), left last week for Europe where he will represent UNRRA in investigations on displaced persons. During the war he was sent to Turkey and the Middle East by President Roosevelt to smuggle refugees out of Nazi Europe. Mr. Hirschmann's present assignment will take him to Poland, Germany and Italy. He will return to the U. S. early in January.

ROLLY FORD has been appointed manager of CHUM Toronto. Starting with CJCJ Calgary, Alta., in 1930, Mr. Ford has been with the Vancouver Sun and CJOR Vancouver, B. C. He served with RCAF during the war and on discharge the National Film Board, Ottawa. He joined the sales staff of CHUM early in 1946, was promoted to commercial manager, and will continue in that post along with that of station manager.

MARCEL LEFEBVRE, manager of CHLP Montreal for 18 years, has resigned. He is succeeded by **C. A. BERTHIAUNE.**

JOHN B. BROWNING, general manager of WSPB Sarasota, Fla., has been appointed to special events committee of Sarasota Chamber of Commerce.

JOHN GAY BRITT, assistant manager of WGBR and WGBR-FM Goldsboro, N. C., is the father of a boy.

HOWARD BEDFORD, former part owner of CKNX Wingham, Ont., has received license from Department of Transport, Ottawa, to operate new station at Niagara Falls, Ont., CKVC, with 1 kw on 1600 kc. Station will be represented by James Alexander Co. at Montreal and Toronto.

Philco Dividend

PHILCO Corp. last week declared year-end dividend of 20 cents per share of common stock payable Dec. 23 to stockholders of record Dec. 1. Year-end dividend brings total payments for 1946 on corporation's common stock to one dollar per share, amount paid in 1945. Previous financial statement of Philco Corp. appeared in BROADCASTING, Nov. 25.

KTUL
John Esau
GENERAL MANAGER
5000 WATTS TULSA, OKLAHOMA
FREE AND PETERS, National Representatives

CHNS
HALIFAX NOVA SCOTIA
A **CAPITAL** Station
In A **CAPITAL** City gets
You **CAPITAL** Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York.
P.S. We'll soon have our 5000 Watt Transmitter in operation!

KLAC

Clocked News

A "SECOND-HAND" SUCCESS STORY

KLAC NEWS STAFF

Fred Henry, director of news and special events.

James McNamara, mobile reporter, "on the spot" local news.

Edward Hargrove
Roger Patrick
Marx Hartman
Sam Balter (Sports)
} reporters

How KLAC became Los Angeles' favorite for news—among other features—stems from local leadership in news, plus the 1946 inauguration of "on the spot" reporting that has scored an amazing number of news "beats". KLAC's mobile unit is always seen wherever sensational news is being made . . . adding to the most complete international, nation, state and local coverage. KLAC news, fed by the major wire services and its own local staff of reporters, is "clocked" on arrival and aired on the hour.

LOS ANGELES

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago

Ruth Crane

knows—and enjoys the confidence of

"THE MODERN WOMAN"

Whatever it takes to make a woman's participating program Number One in its field, Ruth Crane has. In rating, in time, in sales performance, she is first in Washington.

. . and can she sell!

Ask Rockwood Chocolate, Websters Tomato Juice, French Kettle Onion Soup, Colgate Dental Cream, Bathasweet, Coop, Tintex, Conformal Shoes, Barbizon Slips.

For future availabilities, get the full facts from ABC Spot Sales!

The Evening Star Station

WMAL

630 K.C. 5000 WATTS

WASHINGTON, D. C.

AGENCIES

FOOTE, CONE & BELDING has appointed six new directors to its board, it was simultaneously announced by **EMERSON FOOTE, FAIRFAX CONE,** and **DON BELDING,** who previously have been agency's sole directors. New directors are: **WILLIAM E. BERCHTOLD,** vice president and chairman of the plans board, New York; **COL. HARRY A. BERK,** vice president in charge of the international division; **J. HUGH F. DAVIS,** vice president and manager of the Chicago office; **WILLIAM J. PRINGLE,** vice president and manager of the Los Angeles office; **H. K. REYNOLDS,** vice president and manager of the San Francisco office and **WILLIAM R. SACHSE,** secretary-treasurer.

LOUIS EINSTEIN, former display advertising salesman of Los Angeles Examiner, has joined Raymond Keane Adv., that city, as account executive.

RAYMOND R. MORGAN Co. has moved San Francisco offices to new quarters at 260 California St.

LUTHER BANKER, separated from Navy, has been made radio timebuyer of The Tullis Co., Los Angeles.

KAY DALY, formerly fashion editor of Chicago Herald-Tribune, has joined Foote, Cone & Belding, San Francisco, as fashion director.

E. FRED FRANKLIN has joined Smith & Drum, Los Angeles, as vice president in charge of product merchandising and campaign planning. In addition he will service newly acquired accounts of California Savings and Loan League and Diesel Power Inc., Los Angeles.

EDWIN BRANDT, recently head of Los Angeles Times public relations, and **ROBERT GARRICK,** formerly in that department, have formed their own agency under name of Brandt & Garrick Adv. at 1534 N. Las Palmas Ave., Hollywood.

JOE MORAN, assistant director of radio at Young & Rubicam, New York, Dec. 4 spoke before the Atlantic Council AAAA at the Poor Richard Club, Philadelphia, on radio commercials.

CAROL BULKLEY, former program assistant to **WILLIAM N. ROBSON** at CBS and prior to that assistant production manager at BBC New York, has joined the New York office of Gordon M. Day Adv. as radio production director to handle musical commercials and dramatic shows.

Miss Bulkley

ANTHONY ALDUINO has been named comptroller of Buchanan & Co., New York. He had previously been with Hanly, Hicks and Montgomery (Ferry-Hanly Co.) and Donahue & Coe.

GEORGE ENZINGER, vice president of Buchanan & Co., Chicago, Nov. 31 married Mrs. Irene Castle McLaughlin, well known partner of dancer Vernon Castle.

GEORGE F. GOUGE, vice president and director of BBDO, will retire from that position Dec. 31. Mr. Gouge joined the former Barton, Durstine & Osborn agency in 1921 when it was in its second year. He was active in the merger of the firm with the George Batten company in 1928 and was in personal charge of the servicing of many of the company's largest clients during his 25 years with the agency.

BBDO New York last week reported that its Los Angeles office has been conducting a survey of United-Rexall's retail advertising program at the request of the client with thought of possibly taking over entire operation next year. Agency has been handling part of the U-R retail campaign. Move would involve one of the largest retail advertising budgets in country, estimated at over $2,000,000 yearly for Liggett, Owl, Sontag, Renfro, Land and other company-owned stores. N. W. Ayer & Son continues to handle Jimmy Durante-Garry Moore show on CBS.

ARKADY LEGKUM has been named vice president in charge of copy of Robert W. Orr & Assoc., New York, new advertising agency opening Jan. 1. He was formerly with Lennen & Mitchell and Foote, Cone & Belding.

CHANDLER STEWART (Doc) WOOLLEY, following five years of service with the government, has resignd as advertising branch chief, War Assets Adm., Washington, and rejoined Roy S. Durstine Inc., New York, as account executive.

THOMAS C. BUTCHER, formerly with Doherty, Clifford & Shenfield and prior to that with Benton & Bowles, New York, has joined the executive staff of William Esty & Co., New York.

JOHN M. BINGHAM has been appointed manager of the new Toronto office of Rusell T. Kelley Ltd., Hamilton, Ont.

BRUCE JOHNSON has been appointed manager of the Winnipeg office of J. J. Gibbons Ltd. **EWART McPHERSON,** former manager of the Winnipeg office, has been appointed manager of a new Winnipeg office of Stewart-Lovick Ltd., Vancouver.

JACK CULINER, for two years manager of the New York office of Ellis Adv., Buffalo, has returned to the Toronto office of the agency.

BRYDON McRAE has been appointed manager of the Winnipeg office of McConnell Eastman & Co., London, Ont.

MARVIN GIBBERMAN, former assistant production manager at Frederick Clinton Co., New York, has joined Norman D. Waters Adv., New York, as office manager.

THOMAS FREEBAIRN-SMITH has succeeded Nat Wolff as Hollywood contact for Buchanan & Co. on CBS "Eddie Bracken Show." Mr. Wolff continues as program producer.

RICHARD DEGNER, account executive of Milton Weinberg Adv., Los Angeles, has married Martha Jane Waldbott.

ADDISON SMITH, former writer-producer of Benton & Bowles and recently Army discharged, has sold original script, "The Hitchhicker," to Paramount Pictures Corp.

JACK M. KLINE, of Baker & Hosking Advertising, New York, has been appointed research director of the agency.

CARL BROWN, vice president of Sherman & Marquette, New York, arrived in Hollywood last week to confer on Mel Blanc (Colgate) show.

ROBERT LURIE, formerly with Harry S. Goodman Adv., New York, has formed his own agency incorporated in St.

(Continued on page 54)

16 YEARS in Radio...13 of them as a program director... and over two decades as an accomplished musician...give PAUL GODT the background and experience to serve the best interests of radio listeners and radio advertisers as Program Director of KFEL

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937

The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis • Albuquerque, Gen. Mgr.

Represented by RAMBEAU

Season's Greetings

from Texas' best radio "buy"

TWO for ONE Price . . .

KFJZ Fort Worth - WRR Dallas

Down where KFJZ and WRR cover the billion-dollar Fort Worth-Dallas markets, good things are coming in pairs this year . . . for these two established 5000 watt stations have joined hands to offer you two shots at one of the nation's important areas . . . for ONE price, and at simultaneous or separate hours.

Budget - watching is still good business. . . . Compare the cost and you'll agree it's Texas' Best Radio Buy.

K F J Z
5000 WATTS
1270 KC.

W R R
5000 WATTS
1310 KC.

TEXAS' BEST RADIO BUY

KFJZ FT. WORTH — **WRR** DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE

WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

HOLLYWOOD

For A

BIG-NAME BANDS

SKITCH HENDERSON • PEEWEE HUNT
DUKE ELLINGTON • JAN GARBER
STAN KENTON • GENE KRUPA
EDDIE LEMAR • ALVINO REY
ENRIC MADRIGUERA

BIG-NAME WESTERN

SHUG FISHER • WALLY FOWLER
JACK GUTHRIE • KARL & HARTY
OAK RIDGE QUARTETTE
TEX RITTER • MERLE TRAVIS
WESLEY TUTTLE
UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS

BIG-NAME SINGERS

JUNE CHRISTY • HAL DERWIN
DINNING SISTERS
CAROLYN GREY • KING SISTERS
PEGGY LEE • JOHNNY MERCER

BIG-NAME VARIETY

BUDDY COLE'S FOUR OF A KIND
FRANK DEVOL'S POP CONCERT ORCHESTRA
KING COLE TRIO
DANNY KUAANA'S HAWAIIANS
DEL PORTER AND HIS SWEET POTATO TOOTERS
JUAN ROLANDO • PAUL WESTON
DICK SHANNON'S ALEUTIAN FIVE

HEAR ALL THE FEATURES

that make the Capitol service *different*. Capitol will be glad to send you a recorded demonstration transcription.

★ ★ ★ *Every Capitol Star Is*

PAUSES...

A Pine Ridge Commercial

The shortest distance between Pine Ridge and Hollywood . . . is the Capitol Transcription Library Service.

To any local radio station and sponsor—in Pine Ridge or anywhere—Capitol Transcriptions now present Hollywood's big stars, outstanding tunes and arrangements, and programming skill. All the sparkling elements of high-cost, live-talent productions . . . available for any station to *build its own* network-type musical shows—*shows that sell!*

Capitol offers a basic library of more than 2000 selections...plus more than 50 new numbers each month. Programming aids too: brilliantly arranged opening and closing themes for 22 shows and musical interludes to background commercials.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

SUNSET AND VINE

A COMPLETE FORMAT SERVICE

As an extra help to your own station experts, Capitol suggests programming for 30 hours of entertainment each week. Dated formats for 400 complete shows come to you every month. Just like adding Hollywood's foremost program specialists to your own station staff.

An Audience Builder ★ ★ ★

AGENCIES

(Continued from page 50)

Louis as Robert Lurie Inc. With Mr. Lurie are **GEORGE T. DYER** as service director and **REBEKAH LIONBERGER** as media and copy director.

HARRY W. WEEKS, formerly with Humbert & Jones and Benton & Bowles, has joined Lennen & Mitchell, New York, as copy writer.

BURKE DOWLING ADAMS Adv., Upper Montclair, N. J., has opened West Coast offices at 315 W. Ninth St., Los Angeles, to service recently acquired Southwest Airways account. Radio will be used with other media. **VICTOR ARMSTRONG** has been named manager of office.

NORMAN F. BEST, discharged from RAF and prior to service with Lennen & Mitchell, New York and Hollywood, has been appointed director of media and research for Erwin Wasey & Co., Seattle.

NORMAN HARTFORD, former advertising copy writer of Capitol Records Inc., has resigned to join Ralf Spangler & Assoc., Los Angeles, in similar capacity.

FLOYD HOLM is headquartered in Compton Adv. Hollywood office, serving as liason on MBS "Queen For A Day."

ROBERT COLE, account executive in the Detroit office of Grant Adv., has been promoted to vice president and general manager in charge of agency's Rio de Janeiro and Sao Paulo offices. He assumes new duties Dec. 15.

MALCOLM C. McDONALD, former account executive with Thomas A. Newhoff Adv., Baltimore, and prior to that with Paris & Peart, New York, has joined S. R. Leon Adv., New York, in same capacity.

HELEN BRIDGE UNDERHILL, former account executive at St. Georges & Keyes, New York, has joined Young & Rubicam, New York, in same capacity.

450 PROGRAMS CARRY PUBLIC SERVICE THEME

GEORGE P. LUDLAM, radio director of the Advertising Council, last week announced that approximately 450 commercially sponsored and sustaining radio programs are now carrying public service messages in cooperation with the Advertising Council.

Referring to the heavy radio support which public service campaigns are continuing to get, Mr. Ludlam said that nearly 300 commercial programs and almost every leading radio advertiser in the country are actively participating in the network and national spot allocation plans administered by the Council. Public service messages are scheduled weekly by the Council on approximately 150 sustaining programs.

Among the messages being broadcast between Dec. 1 and Jan. 1 are announcements and dramatizations pertaining to atomic energy, housing, student nurse recruitment, the prevention of traffic accidents, sale of savings bonds, Army prestige, salvage of waste fats and the United America programs.

Seeks Certification

THE UNITED Office and Professional Workers of America (CIO) Radio Guild last week applied to the National Labor Relations Board for certification to hold an election for union representation of white collar workers of WOR New York.

COMMERCIAL

JIM STRAIN, program director of KLAC Hollywood, has resigned effective Dec. 15 to become commercial manager of **KHUM**, new 250 w 1240 kc station at W. Eureka, Calif. Mr. Strain has been with KLAC (previously KMTR) for three years.

HOWARD GRAY, commercial manager of KFVD Los Angeles, and with that station since 1936, has resigned effective Jan. 1 to enter business for himself.

TOM DURAN, WCAE Pittsburgh account executive, is recuperating from an appendectomy

REED MEYERS, television representative and account executive of WGN Chicago, is in Hollywood for two weeks conferring with Los Angeles area television interests.

H. ROY MARKS, local sales manager of WEEI Boston, is recuperating at home following an operation.

DEAN UPSON, former commercial manager of WSM Nashville, has been appointed commercial manager of KWKH Shreveport, La.

WGNI Wilmington, N. C., has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

JAMES McKNIGHT, formerly of WIBC Indianapolis, has been named local sales manager of WWOK Flint, Mich., new outlet to begin operations early next year on 1470 kc with 1 kw fulltime.

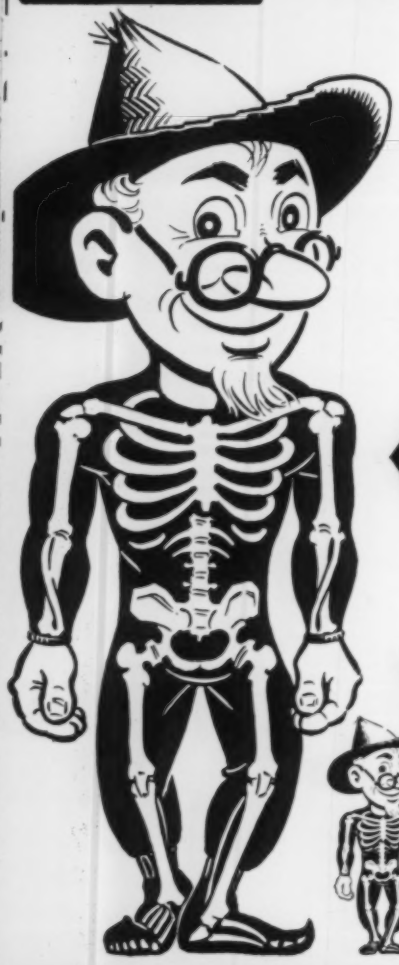
Blanket Applications

A RULES amendment (to Sec. 1.301) permitting a licensee in services other than broadcast to submit blanket instead of separate applications for renewal or modification of licenses was adopted by FCC on Nov. 29 and announced last Monday. Effective on adoption, the amendment provides for blanket applications of this type "where a licensee holds several licenses which are identical in terms, or which are identical with the exception of station locality."

Off to Argentina

PHILIP S. NEWSOM, general manager of the UP radio news division, left last week for Argentina to supervise extension of UP service to the Belgrano network. The network consists of 17 stations and has the largest audience of any South American chain. Mr. Newsom also will study extension of the *Esso Reporter* news.

WDAY MAKES NO BONES ABOUT IT!



Yup, Station B gets 9.5% of the listeners in WDAY's coverage area, and Station C gets 7.2% (according to the latest Conlan Survey). But don't think we're *satisfied*. We make no bones of the fact that we want *all* the listeners in the Red River Valley, and we're trying to run the kind of operation that will get them! Enough said?

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, Inc. National Representatives

"You can SPOT IT in a minute"
ASK A JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

Everyone likes music
KSFO
SAN FRANCISCO
represented by
UNIVERSAL RADIO SALES
New York • Chicago • San Francisco
Los Angeles • Seattle

Chicago Directors Win Salary Boost

3 Networks and Stations Sign Contract for 15% Increase

THREE networks, CBS, NBC and ABC, and their owned and operated Chicago stations formally signed a new contract with the Chicago Radio Directors Guild authorizing a 15% salary increase Friday, Dec. 6.

With I. E. (Chick) Showerman, vice president and general manager of NBC Central Division, Ed Borroff, vice president and general manager of ABC Central Division, and Frank Falknor, general manager of WBBM, CBS station, representing the networks, and Burr Lee, president of the CRDG signing for Chicago directors, the pay increase will be retroactive to Sept. 15 [BROADCASTING, Nov. 25].

Under terms of the contract minimum pay will be $82.50 per week. Other conditions of the contract include four weeks' termination notice or two weeks' pay and one day pay for each holiday. Present minimum salaries to producers are $75.00 per week for ABC, $82.50 per week for both CBS and NBC. Mutual and WGN were not represented in the negotiations inasmuch as CRDG has not been able to obtain a majority.

All signators to the contract, the first to be signed between Chicago network divisions and stations and the Guild, agreed that negotiations had been carried out on a "highly amicable and satisfactory" scale.

Original proposals made to the network executives by the Guild last Aug. 7 asked minimum pay of $100 per week and $50 for each half-hour local commercial program. These requests were dropped during subsequent negotiations.

Lyndon Whitaker

LYNDON CY WHITAKER, 60, former head of the San Francisco office of MacGregor & Solle, radio advertising agency, and former director of the San Francisco Advertising Club, died Nov. 27 in St. Louis, where he had resided for the past six years.

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

PUBLIC'S DUTY TO RADIO IS CITED IN PALEY TALK

INAUGURATING a weekly Columbia network series on "Time for Reason—About Radio," Dec. 1, CBS Board Chairman William S. Paley urged increased public interest in all phases of radio [BROADCASTING, Dec. 2].

Mr. Paley, appearing on the new program to be conducted over an extended period by CBS Counsellor on Public Affairs Lyman Bryson, said that the criticism leveled against broadcasting today "stems from the basic, extraordinary fact that private broadcasting in America must be two things at the same time."

"First and primarily," said the network executive, "radio is a mass medium which must serve the masses. Next and secondarily, it is a medium which must also serve the specialized needs of minority groups."

Following up the recommendation he made before the recent NAB convention in Chicago, Mr. Paley said that his proposed Code of Program Standards should be created and enforced and applied to all broadcasting. He called for a code that would "stimulate and encourage the whole industry to broader accomplishments on a still higher plane. It should enhance all stations subscribing to it and raise serious question about the stations which offend against it."

Future Sunday afternoon programs in the "Time for Reason—About Radio" series will feature

Mr. Paley (l) and Mr. Bryson

Lyman Bryson in discussions of problems, policies, the public's role, appraising of broadcasts, and the obligations of broadcasters in radio.

Guests of WFAH-FM

SIXTY retail dealers and distributors from four Ohio cities, Alliance, Canton, Akron and Cleveland, were guests of WFAH, Alliance's new FM station, at a dinner meeting of Alliance Elks Club Nov. 26 in observance of National Radio Week. Progress of FM broadcasting was traced briefly by Paul W. Reed, WFAH manager. Mr. Reed introduced W. H. Propst Jr., chief engineer, who explained the engineering phase of station operation, and Robert K. Hansen, production manager, who sketched WFAH's programming plans. FM films produced by GE and Westinghouse were shown.

The Texas Rangers SELL MILK* ON WGBI Scranton

* Woodlawn Dairy!

NEW YORK OFFICE
475 Fifth Avenue

An Arthur B. Church Production

HOTEL PICKWICK, KANSAS CITY 6, MO.

WDBJ LISTENERS HAVE 24.6% OF VIRGINIA'S BUYING INCOME!

Twenty-four dollars out of every $100 earned in the entire State of Virginia is earned by people who live in WDBJ's listening area. And the competition for these people's listenership is so much less than in larger, more metropolitan areas that your ratio of buying power to advertising costs is even more significant.

WDBJ—*alone*—gives you Roanoke and most of Southwest Virginia, and at moderate rates. Ask us, or Free & Peters, for complete facts.

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

PRESENTING A CONCISE LISTING OF PARTICIPATING PROGRAMS ON KFI

A highly diversified group of advertisers are finding this Station's participating programs to be the ideal medium for outstanding sales results at a very economical cost. Your clients with products that lend themselves to this type of radio advertising can't miss on:

LADIES DAY

Bill Stulla, assisted by Bob Mitchell, pianist-organist, and Bill Shirley, tenor, turn out a daily song and patter program that is a highlight in morning listening in America's third market. *The time:* Monday thru Friday, 9:15 to 10:00 a.m.

WHAT DO YOU SAY?

Joan Schafer conducts a sensational Vox Pop program in which listeners argue controversial issues via letter. Miss Schafer's role as moderator is a constant test of her abundant charm and ingenuity. *The time:* Mon., Tues., Wed. and Fri., 10:15 to 10:30 a.m.

ART BAKER NOTEBOOK

Philosopher with the common touch, Art Baker, gathers a tremendous listening audience each weekday afternoon to hear his thoughts on people, places and life in general. A great salesman with a great reputation, Art Baker's Notebook is now in its seventh year on KFI. *The time:* Monday thru Friday, 4:30 to 5:00 p.m.

Details about these features available at KFI Sales or at Edward Petry Company.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

ED TUCKER, formerly of WCAM Camden, N. J., and a lieutenant colonel with the AAF in the Pacific during the war has been appointed program director of WNAR Norristown, Pa.

TED TOLL, Hollywood writer-producer of ABC "Music Hall," replaces **DICK WOOLLEN,** now handling "Tommy Riggs Show" on that network.

SAM ROWLAND, record editor of Look Magazine, has joined KWKW Pasadena, Calif., as m.c. of six weekly, 60-minute transcribed noon show starting Jan. 6.

KIT CRANE has joined WIP Philadelphia as women's director replacing **FRANCES McGUIRE.** Miss Crane will present five-weekly morning program, "Kit's Chatter Bar."

WALLY ASHLEY, program director of WITH Baltimore, has returned to the station after an illness of three weeks.

JIMMIE JEFFRIES, in Texas radio for 20 years, is now disc jockey-m.c. of new 3-4:30 p.m. show on KGKO Fort Worth, Tex. He is assisted by **BOB EVERSON.** Title of show is "570 Matinee."

WILLIAM CONRAD, radio actor-producer, has been signed to a term film contract by Enterprise Productions Inc. and assigned role in "Burning Journey."

PEDRO deCORDOBA, Hollywood radio and screen actor, is convalescing from injuries sustained recently in automobile accident.

FRANK LOVEJOY, radio actor, has been signed to term film contract by Story Productions Inc., Hollywood.

BILL GRIFFITHS, announcer of CKMO Vancouver, B. C., has left to join the announcing staff of KOL Seattle. **PATRICIA YOUNG,** English novelist, has joined the continuity staff of CKMO.

ALAN YOUNG, star of the "Alan Young show" on NBC was awarded a plaque during Dec. 6 broadcast by the Disabled American Veterans in appreciation of appeals made on his program in behalf of DAV.

JIM McDOWELL, recently discharged from Navy and previously on announcing staff of WRUF Gainesville and WLAK Lakeland, has joined announcing staff of WSPB Sarasota, Fla.

EDDY BROWN, violin virtuoso and veteran station musical director, has been named musical dirctor of new community FM station of Elias Godofsky now under construction in Hempstead, L. I., N. Y.

LEE PHILIPS, WCAE Pittsburgh, announcer, has qualified to fly with AAF reserve at Greater Pittsburgh Airport. During war, he was pilot on B-25 strafer in South Pacific

OZZIE NELSON, star of "The Adventures of Ozzie and Harriet" on CBS, has decided to have 40 of the past scripts of the show rewritten in narrative form and published as a book.

FRED HEIDER, staff writer with ABC New York, is taking an indefinite leave of absence from the network to continue writing the Jo Stafford "Chesterfield Supper Club" show on NBC from Hollywood, where it will originate beginning Dec. 10 on Tuesday and Thursday.

New Type Peak-Limiting Amplifier Is Developed

A NEW TYPE of peak-limiting amplifier which is to become standard equipment for CBS-owned stations has been developed by a member of the engineering staff of WBBM Chicago, A. B. Chamberlain, CBS chief engineer, announces. The amplifier, designated the CBS Type 1-A Automatic Gain-Adjusting Amplifier, makes it impossible for any broadcast program peak to exceed the pre-determined maximum output level, Mr. Chamberlain says.

E. E. Schroeder of the WBBM technical staff invented and developed the amplifier under direction of J. J. Beloungy, formerly chief engineer of WBBM and now chief engineer of WCCO Minneapolis. It has been in operation at WBBM for nearly a year. Its performance has been so superior that it is planned to make it standard equipment at all CBS-owned stations, Mr. Chamberlain says.

PRODUCTION

CORSAGE presentation to Film Star Virginia Mayo was made on "Strictly Show Business" by Hal Tate, former Chicago manager of BROADCASTING and now conductor of that program on WAIT Chicago. Flowers were furnished by the Society of American Florists as part of National Flower Week.

PFC. MARVIN L. BRYAN, former chief announcer of Shirley Morris Agency, Beverly Hills, Calif., and freelance writer-director-actor in Hollywood, is now serving with the Eighth Army in Tokyo as announcer, writer and actor for WVTR Tokyo, AFRS outlet.

MURRAY WAGNER, CBS Hollywood announcer, has been selected as narrator of State Dept. documentary film concerning public opinion polls.

BILL ROSSEAU has been named Hollywood director of ABC "Time for Crime" (California Wine Growers Guild) starting Jan. 4.

MARSHALL POPE, former newsman for KWK St. Louis, has joined WCKY Cincinnati as morning newscaster.

PENN BROWN, announcer of WTAG Worcester, Mass., is the father of a girl.

KRIS MARTIN and **LEE SMITH** have joined the announcing staff of WACE Chicopee, Mass. Both are veterans.

SID TREMBLE, program director for KCMO Kansas City, is the father of a girl.

HOWARD M. PAUL, assistant continuity director of WLS Chicago, is the father of a girl.

BOB BURNS, NBC comedian, has been formally inducted into the Kiowa tribe as an honorary chieftain with the name of Big Wind. Induction climaxed celebration of Oklahoma week, which Mr. Burns inaugurated with an NBC broadcast from Oklahoma City's Municipal Auditorium. Arrangements for broadcast and the ceremony were made by **EDGAR T. BELL,** secretary-treasurer of WKY Oklahoma City, and **P. A. SNUGG,** WKY manager. All members of Mr. Burns troupe, agency representatives and NBC engineers were made honorary Oklahoma citizens by **GOV. ROBERT S. KERR,** who was guest on the broadcast.

JOE TWERP, writer-actor on CBS "Jack Carson Show," Nov. 28 married Doris Cloninger.

BOB GILLEN, former announcer of KFOX Long Beach, Calif., and KMPC Hollywood, has joined KGFJ Hollywood in similar capacity. **BILL HARPEL,** formerly announcer of KHJ Hollywood, and **PAUL SLONE,** also have joined station's announcing staff.

CARL (Deacon) MOORE has been signed as m.c. of five weekly 60-minute "Home Hour for Western Folks" on KXLA Pasadena, Calif. Seaboard Finance Co., Los Angeles (chain) is sponsor.

WILMA WISMER, continuity chief of CJOC Lethbridge, Alta., is recovering from an appendectomy.

REG FINNEMORE, discharged from the Canadian Army, has joined the announcing staff of CKSF Cornwall, Ont.

DOUG WHALEN, recently of CFPA Port Arthur, Ont., and **JIM GRAHAM,** released from the Canadian Merchant Navy, have joined the production staff of CJBQ Belleville, Ont.

ANTHONY CUMMINGS, formerly with the armed forces and before that on the WJLS Beckley, W. Va., announcing staff, has joined WEBR Buffalo as announcer.

KEN NILES, Hollywood freelance announcer, portrays himself in "Magic Town," film being produced by Robert Riskin Productions.

SHIRLEY ENTWISTLE has joined the WLAW Lawrence Mass., continuity department succeeding **VIOLET DE BARBA,** resigned.

CONNIE EVANS, formerly of Philadelphia, joins announcing staff of WHAT that city.

GENE CRANE has left WIP Philadelphia to return to the announcing staff of WCAU that city.

CHARLES VANDA takes over as Hollywood producer of NBC "Victor Borge Show" Dec. 16.

CARL NELSON, WTMJ Milwaukee announcer, is convalescing from a minor operation.

JOHN ASHER, Columbia Pacific Network chief copywriter, is the father of a girl, Stephanie.

JOSEPH F. MANSFIELD, NBC producer, is the father of a boy born Nov. 27.

RALPH SILVER, Jr., WPAT Paterson, N. J., continuity chief, and Eleanor P. Thompson were married last week.

5000 WATTS

WORLD'S **W**IDER **M**EMORABLE **M**ARKET **B**ATTLE **B**ETTER **G**ROUNDS **G**UARANTEE

NBC IN RICHMOND, VA.

OKLAHOMANS AND FCC broke bread at a luncheon welcoming the new Commission monitoring station at Broken Arrow, Okla. Those present included (l to r): William B. Way, vice president and general manager of KVOO, Tulsa; FCC Comr. Paul Walker and his long-time friend, J. W. Walton, who introduced the Commissioner; J. F. De Bardeleben, chief engineer of the monitoring station; and Paul Miller, chairman of the Broken Arrow Chamber of Commerce.

Okla. Group Welcomes New FCC Monitor Station

RADIO station executives and personnel of NAB 12th district were guests of honor at luncheon given Nov. 22 by Broken Arrow, Okla., Chamber of Commerce as official welcome for FCC's new monitoring station at Broken Arrow. Commissioner Paul Walker, an Oklahoman, was guest speaker. W. B. Way, vice president and general manager of KVOO Tulsa, as representative of host station, introduced visiting radio people.

Station representatives present, besides Mr. Way, were: L. W. Stinson, Gustav K. Brandborg, Howard Hamilton, Miss Bonnie Trotter, John Barth, Mary G. Everage, Tom DeVore, F. M. Randolph, Johnny Ryan and Harry Rasmussen, all of KVOO; Bud Blust, George Ketcham and Bob Snyder of KTUL Tulsa; Harry Schwartz, owner of KOME Tulsa; Jack Hoffman and Tom Johnson of KFMJ Tulsa; Robert K. Lindsley of KFBI Wichita; Matt Bonebreak of KOCY Oklahoma City; Fred Case of KWON Bartlesville, Okla., and Vernon E. Reed of KFH Wichita.

WTMJ Covers Dispute

BECAUSE of recent developments and interest in Allis-Chalmers dispute affecting 11,000 workers, in effect since April 30, WTMJ Milwaukee presented half-hour public interest program in which both sides in dispute were represented in an effort to give public concise view of situation to date.

WGST PROMOTION
'Vox Pop' Drive Finest Yet, Says Sponsor

ALL-OUT PROMOTION drive was put on by WGST Atlanta and Thomas J. Lipton Inc., sponsors of *Vox Pop*, for the broadcast of that program from the stage of the Fox Theatre, Atlanta, for the world premiere of Walt Disney's "Song of the South." Posters were displayed throughout the city, and several special broadcasts were aired promoting the *Vox Pop* local origination. In addition, the Lipton firm gave parties in four large Atlanta stores, all broadcast by WGST.

Both the Atlanta *Constitution* and the Atlanta *Journal* ran pictures and stories on the promotion stunts and on the *Vox Pop* origination. "Summing up the entire promotion," wrote Orville H. Klingel, Southeastern division manager of Lipton, "and comparing it with any previous effort of this kind, I feel it is by far the finest yet."

Mattison Named

RICHARD MATTISON, former wholesale division manager of Tung-Sol Lamp Works, New York, has joined the Minerva National Sales Corp., New York, as general manager. In his new position Mr. Mattison will direct the sales of the Minerva line of radios, radio-phonograph combinations, FM and television sets.

TURNTABLE

INTERNATIONAL ARTISTS Inc., Hollywood recording and transcription service, has signed five year lease on former Writers Club Bldg. at Sunset Blvd. and Las Palmas Ave. and will remodel for occupancy by Dec. 15, according to **ROLAND BUTTON**, vice president and attorney. Containing a 700 seat auditorium with stage, structure reconversion will include four additional stages which may be used either for broadcasts or 16 mm film production. **H. DIXON McCOY** is president.

IMPERIAL RADIO PRODUCTIONS, Toronto, has been appointed exclusive Canadian sales representative of Universal Radio Productions, Hollywood, for new transcribed program "Something for the Family."

RUGH DANIELS, publicity director of C. P. MacGregor Inc., Hollywood, has resigned.

CHARLES MICHELSON Inc., New York, producer of transcription series "A Date With Music," is now shipping to stations a special Christmas show in that series for use during Christmas week.

GLENN WALLICHS, executive vice president of Capitol Transcriptions and Capitol Records, Hollywood, is the father of a girl.

KASPER-GORDON, Boston, again is releasing half-hour transcribed version of Dickens' "A Christmas Carol." Tom Terriss plays Ebenezer Scrooge.

A. L. S. Co., New York, has packaged series of weekly half-hour dramatizations of stories written by Paul Gallico. Firm has obtained radio rights on Mr. Gallico's works. The author appears on new series, titled "Story of Gallico."

DON OTIS, program director of Capitol Transcriptions Inc., Hollywood, has resigned to resume as freelance record m.c.

KEYNOTE RECORDS is preparing album containing wire recorded excerpts gathered by Norman Corwin during his recent round-the-world trip.

Stanford U. Will Launch Station on Trial Basis

A CAMPUS radio station, to operate at Stanford U. on a two-month experimental basis, will open Jan. 1, it was announced this week by President Donald B. Tresidder. The station, audible in five of the university's housing units and at Stanford Village, will be financed through the trial period by a $1500 university appropriation.

Dr. Tresidder described the station as a laboratory for the training of students in the field of broadcasting.

At conclusion of the trial period, Dr. Tresidder said, a six-man committee of faculty and student representatives will make recommendations on feasibility of making the station a permanent part of the university's curriculum.

Increases Power

SIX YEARS to the minute from the time it first went on the air WGAC Augusta on Dec. 1 at 5 p.m. switched from 250 w on 1240 kc to 5 kw on 580 kc. Augusta business leaders participated in special program arranged for the occasion. WGAC recently completed $200,000 expansion, including new studios and offices. The station had a staff of nine when it started in 1940 and now has 30, J. B. Fuqua, manager, says. It is locally owned. Licensee is Twin States Broadcasting Co.

A
Sure-Shot-Show
for Sale

The most outstanding 5-minute strip in its field . . . 156 recorded spots, 3 for each week in the year . . . SPECIAL SEQUENCES FOR CHRISTMAS AND EASTER . . . FOR SALE, because of the illness of its producer, for less than mechanical cost of production.

MIRACLES OF FAITH, a proven year - round - seller which promised to duplicate the success of other Fred C. Mertens transcriptions, sold on one audition to 14 of the first 15 big league West Coast sponsors who heard it.

The Full Price . . .
Only $4200.00

Mothers, Masters, Stampers, Available Platters, EVERYTHING!

THAT IS NOT QUITE $27.00 PER EPISODE FOR A SHOW WHICH IN ITS FIRST BRIEF TRIAL FLIGHT GROSSED BETTER THAN $100 PER EPISODE ON A LIMITED NUMBER OF WESTERN STATIONS.

Except in the immediate Hollywood sales area, MIRACLES OF FAITH offers a virgin opportunity throughout the United States and Canada. The show has universal appeal; it is popular with all ages, classes, creeds, colors

78 5-minute spots recreate the world's most-loved religious Miracles.

78 5-minute spots recreate patriotic miracles to which the world owes most of its progress.

Suitable for any sponsor, any spot. WIRE TODAY FOR SAMPLES AND COMPLETE DETAILS.

GEORGE LOGAN PRICE
for Fred C. Mertens & Assoc.
946 South Normandie Ave.
Los Angeles 6, California.
Phone FEderal 7372

SPONSORS

PROCTER & GAMBLE, Cincinnati, has started spot campaign in 8 to 10 markets advertising its newest product, Tide, a soap. May also use quarter-hour shows. Agency is Benton & Bowles, New York.

MARTIN J. PENDERGAST, with Lever Bros., Cambridge, Mass., since 1923, has been elected secretary of the company. Mr. Pendergast succeeds **FLOYD S. DAVIS**, who has retired at the end of 26 years.

UNITED-REXALL DRUG Co., Los Angeles, has changed name to Rexall Drug Co.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (tooth powder), has renewed quarter hour transcribed "Band Concert" Sunday mornings on the following Don Lee stations: KFRC KGB KFIO KVI KALE KHJ KXOA. Contracts for 52 weeks were placed by McCann-Erickson, San Francisco.

STANDARD OIL Co. of New Jersey, New York, Dec. 9 switches "Your Esso Television Reporter" on NBC's video network—WNBT New York and WPTZ Philadelphia—from 7:50-8 p.m. to 9-9:10 p.m. Mondays, at same time dropping sponsorship of Thursday evening telecast of this video newsreel. NBC will continue Thursday programs sustaining. Marschalk & Pratt, New York, is Esso agency.

SEARS ROEBUCK & Co., Denver, has signed contract with KFEL that city for six half-hours a week participation in Ray Perkins afternoon show. Station claims this to be one of largest time sales in Denver's radio history. Agency is Otto Shaw Adv., Denver. First Quarter hour of show has been sold to Industrial Federal Savings and Loan Assn., Denver, through Harold Walter Clark Agency, that city.

JIMMY REYNOLDS, for 12 years sales representative of Landers, Frary & Clark, has been named assistant sales manager of National Silver Co., New York.

GEE-GEE CURLERS Inc., San Gabriel, Calif., has appointed Jere Bayard & Assoc., Los Angeles, to handle national advertising.

BRISTOL-MYERS Co., New York, Dec. 8 started "Bristol-Myers Show-Tele-Varieties" on WNBT New York, NBC video station, for 26 weeks, replacing same sponsor's "Geographically Speaking" series in Sun. 8:15-8:30 p.m. spot. New teleprogram, featuring four young artists in a song-and-dance act, advertises Trushay and Minit-Rub and is placed through Young & Rubicam, New York.

REFINERIAS DE MAIS (Corn Products Refining Co.) has appointed McCann-Erickson's Buenos Aires office to handle advertising of Mazola cooking and salad oils, Linit starch and Maidex prepared desserts effective Jan. 1.

JAMES H. QUICK, former advertising manager of Forest Lawn Memorial Park, Glendale, Calif., has joined advertising department of General Petroleum Corp., Los Angeles.

FOUNDERS FIRE AND MARINE INSURANCE Co., Los Angeles, and Sierra Wood Products, Pasadena, have appointed Elwood J. Robinson Co., Los Angeles, to handle advertising.

J. PEYTON KANE, former vice president of Operations Inc., New York business consultant, has been appointed director of advertising and sales promotion for S & W Fine Foods Inc., San Francisco.

KERR GLASS MFG. Corp., Los Angeles (Mason jars, caps, lids), has appointed Dan B. Miner Co., Los Angeles, to handle advertising. Spot radio will continue to be used with other media.

BELL-BROOK DAIRIES Inc., San Francisco (dairy products), has appointed Harrington & Buckley Adv., San Francisco, to handle regional advertising.

JUD WHITHEAD HEATER Co., Oakland, Calif., has appointed Garfield & Guild, San Francisco, to handle advertising.

SOCONY-VACUUM OIL Co. of Canada, Toronto, (Mobiloil products) has started flash announcements on a number of stations. Agency is Cockfield Brown & Co., Toronto.

BEST FOODS, Hamilton, Ont. (Rit dyes) has started spot announcement campaign on varying frequencies on a number of Canadian stations. Agency is F. H. Hayhurst Co., Toronto.

MEDUSA PRODUCTS Paris, Ont. (paints), has started spot announcements on a number of western Canadian stations. Agency is McConnel Eastman & Co., Winnipeg.

CANADIAN RED CROSS, Toronto (financial campaign) is readying for its campaign next spring. Spot announcements and network programs are to be used on a large number of Canadian stations. Agencies placing account are Cockfield Brown & Co., Toronto; MacLaren Adv., Toronto; Russell T. Kelley Ltd., Hamilton; and Canadian Adv., Montreal.

CANADIAN INDUSTRIAL ALCOHOL Montreal (Maple Leaf Anti-freeze), has started dramatized spot announcements on a number of Canadian stations. Agency is Stevenson & Scott, Montreal.

LEVER BROS. of Canada, Toronto (Lypsyl), has started twice daily spot announcements, five days weekly, on western Canadian stations. Agency is J. Walter Thompson Co., Toronto.

METROPOLITAN LIFE INSURANCE Co., Ottawa, has started six weekly newscasts on a number of Canadian stations. Agency is Young & Rubicam, Toronto.

BRITISH AMERICAN OIL Co., (oil and gasoline) has started Wayne King transcribed program weekly on a number of western Canadian stations. Agency is Stewart-Lovick, Toronto.

GENERAL FOODS Toronto (Maxwell House Coffee), has started spot and flash announcements on a number of Canadian stations. Agency is Baker Adv., Toronto.

WONDER INDUSTRIES Hawthorne, Calif. (Wonder Orange), has appointed Lockwood-Shackelford, Hollywood, to handle radio advertising campaign. Currently using five spots weekly on KMPC Hollywood, firm will add other stations.

Observer Report

IN ADDITION to the 102,000 Army-Navy fans who watched the game in Philadelphia's Municipal Stadium, another 35,000 Philadelphians saw it by television, according to Raymond Rosen, head of Raymond Rosen & Co., RCA distributor in that city, who said this was the largest audience yet to see a telecast in that vicinity.

IT'S THE SIMPLE LIFE IN RUGLESS (Ky.)!

Judging by the Spartan name of this Kentucky metropolis, floor coverings aren't the only things that folks do without in Rugless (Ky.). As in thousands of other tiny Kentucky towns, there's not much market for "goods and services". But it's *different* around Louisville. *This city's trading area buys more rugs, and everything else, than all the rest of Kentucky, combined.* WAVE gives you *all* the Louisville Trading Area—without waste, at low rates and with *intense* listenership. Shall we send you the facts?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C. AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KFMB Sells SAN DIEGO

San Diego Leads Again! "Sales Management" Index places San Diego SECOND in U. S. percentage of gain in total sales and services. You can reach this market "from within" completely and economically with KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

WOMEN GET UP EARLY IN HARTFORD

Hartford radios are going full blast, 7 to 9 a.m., while WDRC's Shoppers Special Show tells the housewife the things to buy each day. Product sampling in "Market Basket" along with 1-minute spot. Write Wm. Malo, WDRC, Hartford 4, Conn. Represented by Raymer.

CBS

FM PROGRAM TIME. 12-12:15 p.m. Monday through Saturday on WITH-FM Baltimore has been purchased by O'Neill's, Baltimore department store. Checking final details for O'Neill's is Sefton Abbott, advertising manager, as two WITH officials, Thomas Tinsley (l), president, and R. C. Embry, Mr. Tinsley's assistant, look on.

Auction of Bankrupt ARA Nets Creditors $265,000

AUCTION of American Recording Artists Inc., bankrupt Beverly Hills, Calif., record producing firm, will net creditors about $265,000, results of two-day sale disclosed.

ARA, whose value leaped from $600,000 to $800,000, then collapsed to be sold for $10,000, was in the red some $900,000 when creditors applied for bankruptcy proceedings. Testimony at hearings blamed faulty master recordings for ARA's downfall.

Gross receipts from auction will reach some $300,000, it was said. After deduction of auctioneers' 10% and $5000 sale expenses, ARA creditors will get about $10,000 more than the highest court bid of $255,000.

'Stradivari' Dropped

PRINCE MATCHABELLI Perfumes, New York, Dec. 29 discontinues the *Stradivari Orchestra* program on CBS, Sun. 2:30-3 p.m. Program has been directing its advertising message towards the Christmas season and reported last week that it will be back on the air next fall. Agency is Morse International, New York.

Symposium on 'Radio and Children's Needs' Dec. 10

THE United Parents Assn. of New York City, an organization composed of parents whose children attend the city schools, will sponsor a symposium Dec. 10 on the question "Is Radio Meeting the Needs of Our Children?"

Chairman and moderator of the program will be Robert Hudson, educational director of WCBS New York. Other participants will include: Josette Frank, educational consultant on radio and books of the Child Study Assn.; Dorothy Gordon, conductor of the *New York Times* "Saturday Youth Forum" and author of "All Children Listen"; Grace Johnson, director of women's and children's programs of ABC; Mrs. Nathan Straus, director of educational programs for WMCA New York; Dr. Ernest L. Dichter, psychologist, formerly with CBS; James F. McAndrew, co-ordinator of radio broadcasting for New York City board of education; and Dr. Charles E. Siepman, New York U. professor, author of "Radio's Second Chance."

Decca Dividend

DECCA RECORDS last week declared year-end dividend of 40 cents per share on 776,650 outstanding shares of new capital stock, payable Dec. 30 to stockholders of record Dec. 16.

Network Accounts

New Business

GENERAL FOODS Corp., New York (Sanka), Jan. 6 starts "McGarry and His Mouse" on MBS, Mon. 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

Renewal Accounts

S. C. JOHNSON & Son, Brantford, Ont. (floor wax), Dec. 16 renews to March 10 "Qui Suis-je?" on 6 CBS French network stations, Mon. 8:30-9 p.m. Agency: Vickers & Benson, Montreal.

LEVER BROS., Toronto (Lux flakes and soap), Jan. 1 renews for one year "Coeur Atout" on 10 CBC French network stations, Mon. through Fri. 6:45-7 p.m. Agency: J. Walter Thompson Co., Montreal.

KELLOGG Co., Battle Creek, Mich. (Pep), Dec. 30 for 52 weeks renews "Superman" on MBS, Mon. through Frt. 5:15-5:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

HARVEL WATCH Co., New York, Dec. 15 for 52 weeks renews "It's Harvel Music Time" on ABC, Sun. 1-1:15 p.m. Agency: A. W. Lewin Co., N. Y.

F. W. FITCH Co., Des Moines, Dec. 29 for 52 weeks renews "The Fitch Bandwagon" on NBC, Sun. 7:30-8 p.m. Agency: L. W. Ramsey Co., Davenport, Iowa.

WTOP Gets Tape Recorder

THE BRUSH TAPE recorder of Sound Mirror Co. is now in use at WTOP Washington. According to Clyde Hunt, WTOP chief engineer, new recorder is a great improvement over the wire recorder which station had been using. It has a higher fidelity of tone and is static free, Mr. Hunt says. Recorder takes sound impressions on a small paper tape, a quarter of an inch wide, covered with coat of iron dioxide.

Pennsylvania's 9th Largest Market is served by WARD

CBS in Johnstown

1490 Kc • 250 W

KFRE FRESNO

Sells more Profitably

A ROOMAN RADIO STATION

KFRE-KRFM Fresno

REPRESENTED BY JOHN BLAIR & CO.

Question: What about BUYING POWER in the 43 county WHAM area?

Answer: Retail sales in this rich Western New York area total $654,000,000 annually.

WHAM

ROCHESTER, N. Y.

Your Western New York Salesman

50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

News

JOSEPH WERSHBA, former CBS news writer, has been appointed WCBS New York news editor succeeding the late **J. E. (Dinty) DOYLE** who died last October. Mr. Wershba joined the CBS news writing staff in November 1944 and served 2½ years in the Army.

GEORGE CARSON PUTNAM, MBS news commentator, and his wife, **LEE CARSON PUTNAM**, former INS war correspondent, Nov. 25 became the parents of a girl, Tracy Ann.

MARK AUSTAD, news analyst of WWDC Washington, is featured in short subject produced by U. of Missouri College of Agriculture in cooperation with Sears Roebuck Foundation. Short is angled to aid farmers of America and will illustrate value of balanced farming by crop rotation.

TAP GOODENOUGH, skiing authority and outdoor editor of the Boston American, has started a series of skiing broadcasts over WNAC Boston, heard Wed.-Thurs.-Fri., 6:45-6:50 p.m. Mr. Goodenough gives review of skiing conditions throughout New England, tips on skiing techniques, and interviewes skiing authorities.

JULIAN F. GRANGER, for seven months news editor of WTAR Norfolk, Va., has joined United Press Bureau in Atlanta, Ga.

MIKE HUNNICUTT of WWDC Washington was m.c. of a sports quiz contest sponsored by the Silver Spring (Md.) Lion's Club Dec. 3 with Washington newspaper sports writers competing against radio sportscasters. Two teams consisted of: Newspaper sports writers—**FRANCIS STANN**, Evening Star; **SHIRLEY POVICH**, Post; **WALTER HAIGHT**, Post; **ROGER THREAT**, Daily News; **BOB ADDIE**, Times Herald; Radio Sportscasters—**TONY WAKEMAN**, WWDC; **ARCH McDONALD**, WTOP; **DUTCH BERGMAN**, WRC; **BILL BRUNDIDGE**, WOL; **BOB WOLFF**, WINX.

BRINGING the news to CBS listeners direct from the scene of the Lewis trial, despite restrictions on broadcasting from the court building [BROADCASTING, Dec. 2] are (l to r) Bill Shadel, Larry Beckerman and Gunnar Back. Picture was taken with a time exposure to avoid attention-getting flare of a flash bulb. CBS originated three broadcasts from court corridor the first day of the trial.

PAUL DUPUIS, former war correspondent for the CBC in Europe, is now starring in Canadian motion pictures at St. Hyacinthe, Que.

RICHARD PAGE, WFBL Syracuse newscaster, is the father of a girl, Margaret Teresa.

THOMAS B. MORGAN, special events director of WOV New York and former Vatican correspondent and Rome UP Bureau chief, has completed his fifth book, "Speaking of Cardinals" (G. P. Putnam, New York).

ARTHUR J. (Dutch) BERGMAN, former coach of the Washington Redskins, professional football team, has been signed by Ourisman Chevrolet Co., Washington, to give sports commentaries and scores on WRC that city, Mon. through Sat. 6:30-6:45 p.m. Contract is for 52 weeks.

ALFRED KANTOROWITZ, former head of CBS shortwave listening station, is en route to Berlin where he will assume the chair of the U. of Berlin's history department. **JACK GERBER**, former CBS news editor, now in the Army is at Camp Kilmer, N. J., awaiting transport to Germany.

SOUTHERN CALIFORNIA radio newsmen adopted organizational name of "Radio News Club" at monthly Hollywood meeting Dec. 4. Additional off-the-record speech by Roman Toporoff, ex-lieutenant of London Polish exile government (now known as London exile government), outlined issues at stake between the two groups.

W. R. Parker Heads Sales Division, General Foods

WESBY R. PARKER, former vice president and general sales manager of Igleheart Brothers Inc., Evansville, Ind., a General Foods subsidiary, has been appointed general manager of the Sales Division of General Foods Corp., New York. He succeeds Henry W. Sandberg, who has been appointed director of market research of the firm.

Ralph Watts, advertising manager of Igleheart and an associate advertising manager of General Foods, will continue in that capacity and in addition will be sales manager for all Igleheart grocery store products. Floyd McRae, former bulk sales manager at Igleheart, has been appointed sales manager for commercial flours and feeds.

New FM Outlet

CALL LETTERS of the *Milwaukee Journal's* new FM station at Wausau, Wis., as approved by FCC, will be WMJT. WMJT is the second FM venture for the *Journal*. The first, WTMJ-FM, has been operating since 1940. The Wausau FM outlet will be a local station with its own studio facilities and staff. Its programs will cover north and central Wisconsin, the *Journal* management announces. Transmitter is located atop Rib Mountain, highest peak in the state.

A MARKET OF 239,330 PEOPLE lies within 0.5MV/M Contour of KCMC. —A ready market for your January schedule.

Diversified income is derived from oil and gas, agriculture, fruit growing, cattle, manufacturing, distribution, railroads.

For additional information, write
FRANK O. MYERS, Manager
KCMC, Texarkana, U. S. A.

National Representatives
TAYLOR-HOWE-SNOWDEN
Radio Sales

MEASURE
YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE

AS UTAH'S POPULAR NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

PROGRAMS

MAY-STERN & Co., Pittsburgh department store, in cooperation with WCAE Pittsburgh and the public school music department, is providing $500 in music scholarship awards for the most worthy pupils in grades 7 to 12. Those accepted in school auditions in various categories compete on Saturday broadcasts started Dec. 7 at May-Stern auditorium. Well known Pittsburgh musicians serve as judges and also as guests on programs.

WBT Honored

CAPT. L. W. HENKLE, traffic chief of the Charlotte (N. C.) Police Dept., has commended WBT Charlotte for its fine work in promoting traffic safety education through spot announcements and safety broadcasts. As a practical demonstration in WBT's highway safety campaign, two taxicabs staged a set race of 7.8 miles from the heart of downtown Charlotte to the airport. The two cabs drove through heavy city traffic and time was 18 minutes for cab that flaunted the rules and 20 minutes for the one that obeyed all regulations.

WWDC in Kitchen

WWDC Washington has started "What's Cooking," new fifteen minute program for, by and about the housewife in the kitchen, aired at 9 a.m. weekday mornings. Instead of asking women to come to the studio to appear on the program, WWDC goes into each housewife's kitchen and comments of the housewife are recorded as she goes through her actual cooking. As advanced publicity for the program, frying pans and other cooking utensils were sent to the trade in Washington with teaser message "What's Cooking at WWDC."

Music Appreciation

NEW series of musical appreciation programs titled "The Inside of Music" was started Dec. 2 by WOL Washington. Aired Mon. 10-10:30 p.m., program is written and presented by Richard Bales, director of music for the National Art Gallery. Format includes informal presentation of symphonic and semi-classical music, commentaries on the selections by Mr. Bales and an informal discussion period featuring Washington's foremost musicians.

CJOR 'Nickel Club'

CJOR Vancouver, B. C., for tenth Christmas season is presenting "Nickel Club," a program to raise funds for Christmas food for underprivileged. Started by Dick Diespecker, program director of CJOR, club takes contributions of five cents and up, to give everyone a chance to contribute to Christmas charity. Some 50,000 contributors send in money each season.

Forum Resumes

OPINIONS of teen-agers are aired on WFMJ Youngstown, Ohio, with resumption by the Junior League of the "Junior Town Meeting of the Air." Vital problems of the day are discussed by the students and WFMJ records the programs to be broadcast Sat. 11-11:30 a.m. Mrs. John J. McDonough, chairman of radio activities for the League, directs programs which originate from school auditoriums.

Student Chorus

STUDENT chorus of 40 voices has been organized by WSJS Winston-Salem, N. C., in cooperation with the public schools and group appears each Saturday morning as part of WSJS children's programs. Representing elementary schools, members of chorus attend full-hour rehearsals twice weekly at station's studios, followed by address on radio by a staff member.

Choral Groups on WOL

SERIES of quarter hour broadcasts daily from Pulaski Park, Washington, D. C., featuring D. C. choirs and choral groups, with service band brass quartets, will be inaugurated Dec. 14 by WOL (that city). Show will be aired from 1:30 to 1:45 p.m. and will continue through Dec. 24. Public will be asked to join in the carol singing and help raise money and donations of clothes, food and toys for needy families. WOL personalities will emcee, including Art Brown, Marian Sexton and Dale Morgan, WOL special events director, and Bill Brundige and Ray Henle.

Local Talent Contest

CJOC Lethbridge, Alta., has started a local talent program sponsored by local automobile agency. Independent judges rate the contestants for three prizes, and letters from listeners voting for best talent are taken into consideration.

Christmas Gifts

A PARTICIPATION program, "The CKCW Xmas Tree" is scheduled for six shows a week until Christmas over CKCW Moncton. Five sponsors share the half-hour program with music and gifts. Five phone calls are made during program and if party called can name last sponsor mentioned, a gift is taken from under the tree and sent to him. Gifts not claimed, through missing of sponsor's name or unanswered phone, are given to listeners who write in correctly identifying all sponsors.

To Carry as Sustainer

MUTUAL will carry "Count of Monte Cristo" as transcontinental sustainer, according to Walter Lurie, network production supervisor currently in Hollywood. Program previously had been sponsored on West Coast by Paralda Wines. Time will be set after Jan. 1.

Weather Service

WDGY Minneapolis Nov. 25 began airing new flying weather report service three time daily for the more than 10,000 pilots in Minnesota. Complete weather picture about state is given. Operators of 50 airports are to receive weather report blanks which pilots can fill in during broadcasts.

Youth Opinions

WCOP Boston, has inaugurated a new public service series, "Says Youth," young people's roundtable on important community questions. Aired Tuesdays from 7:30 to 8 p.m., show is conducted by Rod Darling, sponsored by John Donnelly & Son, and is designed for young people 18 to 28. Young people's groups furnish four roundtable participants for each show as well as a moderator. An adult expert on the topic sums up discussion and suggests action.

Foreign Students on WREN

FOREIGN students attending U. S. schools are featured in new series of public service programs on WREN Lawrence, Kan., heard Sun. 2:45 p.m. Titled "International Conversation," program is directed by Arden Booth, WREN program director. Mr. Booth interviewed August Sveinbjornsson, a native of Iceland attending the U. of Kansas, on initial broadcast.

KFUO D-X Broadcast

KFUO St. Louis, station operated by Concordia Seminary of the Lutheran Church, Dec. 14, Sat. 3-5 a.m. EST, is to air special D-X program featuring Christmas message and music. Station operates on 850 kc with 5,000 w.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Advertising Deadline: December 23

BROADCASTING YEARBOOK

makes the rounds all year 'round

YOUR best all-round buy the year 'round is the 1947 BROADCASTING YEARBOOK . . . now in production. A circulation of 15,000 is guaranteed covering every segment of the radio field. Regular rates and sizes prevail. Deadline is December 23, 1946. Position allocated in order of reservation. Wire your reservation collect today.

BROADCASTING Telecasting

KTBC
Brings
THE BIGGEST SHOW IN TOWN
TO
3½ MILLION
PEOPLE OF TEXAS

KTBC gives you unmatched coverage of the rich, responsive market in the Heart of Texas. An outstanding CBS schedule, supplemented by super local programming and merchandising means a loyal listening audience of over 3½ million people. Let us do for you what we are doing for others.
5000 WATTS
590 KC.
REPRESENTED BY
TAYLOR · HOWE · SNOWDEN
Radio Sales

MACON, Ga., stations WBML and WMAZ were hosts last week to Macon radio dealers at a steak supper during which officials of the stations outlined plans for their FM stations. Stations told dealers that they would be ready to start FM broadcasts by Christmas. Both have received their FM transmitters and are almost ready to go on the air. Representatives from the stations told dealers they are ready to assist in displays, merchandising and in suggesting various methods of demonstrations which will help sell new FM combinations. WMAZ and WBML reported both will continue to make but one charge for broadcasting and advertising coverage.

Newspaper Reprints

REPRINT is being distributed by WCBS New York of its full page advertisement run several weeks ago in the New York Times and Herald Tribune. Ad was titled "Maybe you don't know how to listen. . ." and provoked objective thought regarding recent barrage of criticism of radio's programming responsibilities. Memo by Arthur Hull Hayes, WCBS general manager, is blocked in heavy red square on outside or reprint, explains importance of ad message. Front of envelop is identified only by title of ad.

Santa in Columbus

SPONSOR-STATION cooperative Christmas promotion project was Thanksgiving arrival of Santa Claus by airplane at Columbus, Ga., before crowd of 10,000. WRBL Columbus, which staged event in conjunction with J. A. Kirven Co. local department store sponsor, presented special broadcast celebration upon Santa's arrival from North Pole. Extensive pre-arrival promotion was used. Santa is making daily appearances at department store.

Du Mont Display Ads

"GET THE MOST out of life with Television . . . Get the most out of Television with Du Mont," Allen B. Du Mont Labs. said last Monday in large space display ads in New York papers. Ads listed full week's schedules of New York's three video stations, NBC and CBS as well as Du Mont, and asked readers to "watch for Du Mont's important announcement in this paper next Sunday" when the company was scheduled to announce that its telesets are now coming off the assembly line and are ready for delivery.

Promotion

Introduction by Contest

A PRIZE OF $9.90 for the farthest-away-listener was offered by CKVL Verdun, new 1 kw daytime station in the Montreal area, for the first few weeks it was on the air to end of November. Prize offer of $9.90 was to publicize station's frequency of 990 kc. Some 20,000 letters were received in the contest for the first three weeks, with farthest listener at Moncton, N. B., 400 airline miles east of Montreal.

KTIP Introduction

INTRODUCTION to KTIP, new standard station at Porterville, Calif., in form of double postcard promotion piece has been mailed to listeners. Styled like an orange to represent citrus community which KTIP is serving, card describes station and asks listeners to check favorite programs listed and mail opinions to KTIP.

Releases by Plane

KENYON & ECKHARDT radio publicity department is delivering publicity releases via private planes operated by Richmond Flying Service, New York.

WTAR Workshop

RADIO workshop has been organized by WTAR Norfolk, Va., under direction of station's public interest director, George Brantley. Conducted in cooperation with YWCA, workshop offers weekly classes in various fields. WTAR staff members instruct. Popularity of first workshop has prompted station to plan a second 13-week session.

Promotion Personnel

JOYCE GARINER, former assistant promotion director of WGBS Miami, Fla., has joined a WINC Durham, N. C., as publicity director.
TOM PAPICH, CBS Western Division director of research, and **ELEANOR EVERETT** of CBS Hollywood mail room staff have announced their engagement. Wedding is set Jan. 25.
JOHN ASHER, CBS Hollywood chief copywriter, is the father of a girl.
LOU LARKIN of ABC Hollywood press relations has resigned to rejoin Hollywood Reporter as radio editorial assistant.
JOHN S. WIGGINS, midwest CBS sales promotion manager, is the father of a boy born Nov. 31.
HARRY SAYERS, formerly news editor of "Marketing", Toronto advertising weekly, has joined CHUM Toronto as public relations director.

Runs Program Ads

GOOD HOUSE STORES, Philadelphia (retail appliance chain), is buying space in Philadelphia's three largest newspapers to publicize television program information in that area. Good House lists schedule of telecasts each week to help in the general promotion program for television.

Construction Report

KCMO Kansas City has mailed to more than 2,000 persons a folder titled "A Story of Progress." Through photos and brief descriptive copy, folder relates progress which has been made in the construction of station's new 50,000 w transmitter.

Souvenir Booklet

SOUVENIR photo booklet on WIS Columbia, S. C., hillbilly talent group is being offered listeners. Title is "Byron Parker's Hillbillies 1937-1947" History and current facts concerning the various personalities accompany pictures in brief, folksy style.

Video Census

A CENSUS of television sets is being made by the Television Audience Research Institute. The survey is being conducted by post cards, postpaid, with a series of questions. The cards are being mailed, not only to television set owners, but also to a selected list of people interested in television.

Jumbo Post Cards

KYW Philadelphia has sent out oversize post cards featuring pictures of its various programs and with reference to station's silver anniversary this year.

LOOK
What You're MISSING

Business is doing all the picking-up in Mississippi—the South's No. 1 expanding market with retail sales tax collections up 123.71 per cent over 1940, according to the Mississippi State Tax Commission. If you would like to get in on these good pickings—put your sales message on all the 'Ole Miss Stations. These leading radio stations give you complete coverage of a BILLION DOLLAR Market you can't afford to MISS!
THE 'OLE MISS STATIONS
WAML... Laurel
WCBI... Columbus
WCOC... Meridian
WELO... Tupelo
WFOR... Hattiesburg
WGCM... Gulfport
WGRM... Greenwood
WJDX... Jackson
WJPR... Greenville
WJXN... Jackson
WLAU... Laurel
WMIS... Natchez
WQBC... Vicksburg
WROX... Clarksdale
WSLI... Jackson
MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION

PHILADELPHIA'S No. 1 Station
FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls
WIBG
REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Final Grants Issued For Three Proposals

Station CPs Given Augusta, Fort Worth, Port Arthur

PROPOSED GRANTS looking toward a new 1-kw regional station at Fort Worth and 250-w fulltime locals at Port Arthur, Tex. and Augusta, Ga. were made final by FCC last Monday. None of the competing applicants in the cases had filed exceptions to the proposed decisions.

The Fort Worth grant, proposed Oct. 28 [BROADCASTING, Nov. 4], went to Fort Worth Broadcasting Co., principally owned by Frank M. Skinner, owner of clothing stores in Fort Worth and Austin, for use of 1360 kc with 1 kw fulltime, directionalized at night. The application of Dr. Leskie Halton Luck and Myron Birdsell "Patt" McDonald doing business as Luck-McDonald Co., requesting the same facilities, was denied.

The Augusta grantee, Georgia-Carolina Broadcasting Co., is controlled by Walter J. Brown, WSPA Spartanburg general manager and former special assistant to Secretary of State Byrnes, and his nephew, Naval Comdr. Edgar W. Teasley, a Georgia native who will manage the station [BROADCASTING, Nov. 4]. Mr. Brown, a native of Thomson, Ga., near Augusta, has 30% interest and Comdr. Teasley has 21%. The grant is for 1230 kc with 250 w fulltime. Associates of Mr. Brown and Comdr. Teasley are P. S. Knox, Thomson businessman (25%), and John T. Cash, a business associate of Mr. Knox (24%).

Competing Denials

Two applications for the same facilities at Augusta were denied. They were filed by Voice of Augusta Inc. and Augusta Chronicle Broadcasting Co.

The Port Arthur grant, for 1340 kc with 250 w fulltime, went to Port Arthur Broadcasting Co., an equal partnership composed of Branch C. Todd, Mary A. Petru and Gray R. Harrower, who were associated in H. W. Cornell Assoc. selling classified advertising to several Texas newspapers, and Socs N. Vratis, organizer and former general manager of Inter-Mountain Network, Salt Lake City [BROADCASTING, Nov. 11]. The mutually exclusive application of Lake Side Broadcasting Co. was denied.

Comr. Clifford J. Durr did not participate in the actions, and Comr. Ray C. Wakefield did not participate in the Port Arthur and Fort Worth cases.

WHOB Debuts Dec. 15

WHOB Gardner, Mass., new outlet assigned 250 w unlimited time on 1490 kc, expects to be on the air effective Dec. 15 using what it claims to be General Electric Co.'s first 250 w AM transmitter to be built and put into operation in this country. David W. Lichman is president of The Gardner Broadcasting Co., station permittee.

ARRANGING for RKO-Yankee Network promotion for the picture, "San Quentin," are (l to r) Terry Turner, RKO publicity chief; Linus Travers, Yankee's executive vice president; Don Thompson of RKO's radio department. Two-week campaign preceded the 100-city New England premiere, Dec. 5. Plans were announced at Yankee station managers' meeting in Boston.

Stewart-Warner Dividend

STEWART-WARNER Corp., Chicago radio receiver manufacturing firm, has declared a 25-cent extra dividend on the $5 par value common stock. Dividend is payable Dec. 28, 1946, to stockholders of record at the close of business Dec. 7, 1946.

ALLIED ARTS

C. M. LEWIS has been named by RCA Victor as successor to A. R. HOPKINS, former regional manager of RCA Engineering Products Dept. for Chicago area, who now is manager of communications and electronic equipment sales (BROADCASTING, Dec. 2). Other new regional sales managers for RCA Engineering Products Dept. include AL JOSEPHSEN in New York region and H. V. SOMMERVILLE in Cleveland area.

HELEN WILLIAMS, formerly of the Chicago office of The Jacobs Co., is now publicity director of Veterans Hospital Programs of New York City.

WILLIAM A. RUPP has been added to advertising staff of RCA Victor Home Instrument Dept., Camden, N. J. He is former classified advertising manager of Farm Journal Inc. and previously with Reynolds-Fitzgerald.

RICHARD K. PEW, formerly associated with General Motors Corp. and prior to that with Eastern Aircraft Division, has joined Colonial Radio Corp., a subsidiary of Sylvania Electric Products, as service manager.

HERBERT KAUFMAN, former advertising manager and director of public relations of General Printing Ink Corp., New York, and after service with the Navy, has opened an office under his own name at 345 Madison Ave., New York, as consultant on advertising, sales promotion and public relations.

FRANK J. PRIME, associated with the Sylvania Electric Products Corp. staff since 1932, has been named assistant to the vice president of the radio tube division.

MARVIN TAUB, advertising manager of Radio Receptor Co., New York, has been elected membership chairman of the New York advertising chapter of the American Veterans Committee.

DAVID E. GREEN, head of New York publicity firm of David E. Green Assoc., is in Hollywood to open new West Coast offices at 8282 Sunset Blvd. COY WILLIAMS, CARROL NYE and BOB MUCKS are associates.

GERALD MOHR has purchased radio rights to the late Louise Joseph Vance's motion picture series, "Lone Wolf." Mr. Mohr, who plays lead on the screen, will produce as well as star in the radio version.

WARREN LEE PEIRSON, president of the American Cable and Radio Corp., has been elected a director of the Vertientes-Camaguey Sugar Co. of Cuba. Mr. Peirson also is a director of the International Telephone and Telegraph Corp., All American Cables and Radio Inc., Transcontinental & Western Air Inc., and other corporations.

WMAZ Expands

WMAZ Macon, Ga., has completed enlargement of offices and studio space in the Bankers Life Insurance Bldg. Enlargement was necessary to provide FM transmitter, control and studio space as well as to provide larger area for local news department.

AT least twice during the planning of every advertising campaign, the sales executive becomes vitally important to media sellers. *First*, when he selects the MARKETS where the sale of his product will be pushed and initiates media recommendations; *last*, when he gives the final word on the list of MEDIA to be used in reaching these markets.

ABP ABC

Sales MANAGEMENT 386 Fourth Avenue, N. Y. 16, N. Y.

333 North Michigan Avenue, Chicago 1, Illinois
15 East de la Guerra, Santa Barbara, Calif.

UNCLE SAM'S WEIGHT IS Shiftin' SOUTH

FOR COVERAGE OF NORTH CAROLINA'S NO. 1 MARKET..

WSJS

NBC STATION FOR
Winston-Salem
Greensboro
High Point

★

REPRESENTED BY
HEADLEY-REED CO.

Nov. 29 Decisions . . .

BY COMMISSION EN BANC

Television

WTTG Washington, D. C.—Granted special temporary authorization for a period of 90 days, to operate television station WTTG on a commercial basis, using the equipment of experimental television station W3XWT.

FM Broadcast

Times-Star Pub. Co., Alameda, Calif.—Granted modification of CP to change conditional grant for Class B station to a Class A station, subject to engineering conditions.

Central La. Bcstg. Corp., Alexandria, La.—Granted modification of CP to change conditional grant for a Class A station to a Class B station, subject to engineering conditions.

Brooklyn Bcstg. Service Inc., New Rochelle, N. Y.—Authorized a conditional grant for a Class A station, subject to further review and approval of engineering details.

AM Renewals

WPRP Ponce, P. R.—Granted renewal of license for the period ending Nov. 1, 1947.*

WFTC Kinston, N. C.—Granted renewal of license for the period ending Feb. 1, 1949.

KGFJ Los Angeles, Calif.—Reconsidered application for renewal of license, removed same from the hearing docket and granted renewal for the period ending Feb. 1, 1949.*

WBLJ Dalton, Ga.—Granted renewal of license for the period ending Feb. 1, 1949.

WHDH-Aux. Boston, Mass.—Granted renewal of license for auxiliary for the period ending Nov. 1, 1949.

* * *

Licenses for the following stations were further extended upon a temporary basis only, for the period ending Feb. 1, 1947, for the reasons shown:

KABC San Antonio, Tex.—Pending action on application for transfer of control of licensee corporation.

KVNU Logan, Utah.—Same.

WACO Waco, Tex.—Same.

KODY North Platte, Neb.—Pending final decision upon renewal application of WOW.

*Comr. Durr for hearing.

ACTIONS OF THE FCC

NOVEMBER 29 to DECEMBER 5

KSAM Huntsville, Tex.—Pending final disposition of application for assignment of license.

KXOX Sweetwater, Tex.—Pending further study concerning station ownership.

WABY Albany, N. Y.—Pending disposition of renewal application of WOKO.

WAGM Presque Isle, Me.—Pending consideration of information required in connection with application for transfer of control of licensee corporation.

WBAX Wilkes-Barre, Pa.—Processing of application delayed due to litigation involving station.

WBLK Clarksburg, W. Va.—Pending action on renewal application of WCHS and action on application for assignment of license of licensee corporation.

WCOU Lewiston, Me.—Pending further study.

WEDC Chicago, Ill.—Pending consideration of information requested under Sec. 308(b) of the Act.

WEOA Evansville, Ind.—Pending final determination upon application for assignment of license.

WING Dayton, Ohio—Pending action upon application for license to cover CP.

WJXN Jackson, Miss.—Pending filing of application in name of assignee.

WNOE New Orleans, La.—Pending further consideration of applicant's qualifications.

WOV New York—Pending outcome of litigation involving transfer of control of corporation.

WPAR Parkersburg, W. Va.—Pending final action on renewal application of WCHS and action on application for transfer of control of licensee corporation.

KELO Sioux Falls, S. D.—Further extended special temporary authority for the period ending Feb. 1, 1947, pending staff study of application for license filed Nov. 14, 1946.

KSOO Sioux Falls, S. D.—Further extended temporary authorization for the period ending Feb. 1, 1947, pending further staff study of renewal application.

Nov. 29 Applications . . .

WECW Mayaguez, P. R.—License to cover CP which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM—1100 kc

Elias I. Godofsky, Hempstead, N. Y.—CP for a new standard broadcast station to be operated on 1090 kc, 250 w and daytime hours of operation.—AMENDED: to change frequency from 1090 to 1100 kc, change type of transmitter and change transmitter location.

AM—1450 kc

WKAL Rome, N. Y.—License to cover CP (as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

Fred B. Bullard, Charles W. Metcalf and Richard H. Goodlette, d/b as Bullard, Metcalf & Goodlette, Hazard, Ky.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to specify transmitter and studio locations.

AM—1190 kc

Robert Burdette, San Fernando, Calif.—CP for a new standard broadcast station to be operated on 1190 kc, 1 kw and daytime hours of operation.—AMENDED: to increase power from 1 to 5 kw, change type of transmitter and specify transmitter and studio locations.

AM—1340 kc

The Southeastern Colorado Bcstg. Co., Lamar, Colo.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1270 kc

Radio Television Corp., Medford, Ore.—CP for a new standard broadcast station to be operated on 1270 kc, 5 kw, directional antenna night, and unlimited hours of operation.—AMENDED: re changes in directional antenna.

FM—Unassigned

Matta Bcstg. Co., Pittsburgh, Pa.—CP for a new FM (Class "B") broadcast station to be operated on No. 229, 93.7 mc, ERP: 52,800 w, height above average terrain 500 ft.

AM—1450 kc

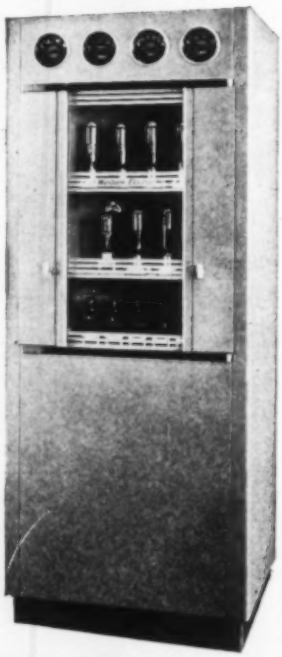
Fort Sumter Bcstg. Co., Charleston, S. C.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.—AMENDED: re stockholders.

FM—Unassigned

L. John Miner, Taft R. Wrathall, and Grant R. Wrathall, d/b as Monterey Bay Bcstg. Co., Santa Cruz, Calif.—CP for a new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 3.33 kw.

HIGH QUALITY PERFORMANCE!

LOW COST OPERATION!



The 451A-1 250 Watt AM transmitter

Western Electric
AM TRANSMITTERS
give you both!

Whether you want a 250 Watter, a 1, 5 or 50 kw, you'll get the most for your money in a Western Electric AM transmitter. They're tops for high quality and dependability—and right down to rock bottom for operating cost. For technical details and delivery information—write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y., or . . .

ASK YOUR LOCAL GraybaR
BROADCAST REPRESENTATIVE

IN CANADA
WINNIPEG
is a "MUST" buy

Men Who Know
select
630 KC. CKRC 5KW.500

REPRESENTATIVE - WEED & CO.

Applications Returned:

AM—1490 kc

WWNS Statesboro, Ga.—License to cover CP which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power. (Incomplete.)

Applications Tendered for Filing:

AM—950 kc

WWJ Detroit—CP to install new directional antenna for night use, new transmitter and change transmitter location.

AM—1480 kc

WHBC Canton, Ohio—Modification of CP to make changes in directional antenna night and install FM antenna on top of the north element of directional array.

AM—1240 kc

Pocahontas Bcstg. Corp., Bluefield, W. Va.—CP for a new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—890 kc

John J. Powell, d/b as Carolina Broadcasters, Anderson, S. C.—CP for a new standard broadcast station to be operated on 890 kc, 1 kw and daytime hours of operation.

AM—1350 kc

KCOR San Antonio, Tex.—CP to increase power from 1 to 5 kw, hours of operation from daytime to unlimited, install directional antenna for day and night use, new transmitter and change transmitter location.

AM—1550 kc

Western Ill. Bcstg. Co., Jacksonville, Ill.—CP for a new standard broadcast station to be operated on 1550 kc, 250 w and daytime hours of operation.

AM—1340 kc

KGEM Boise, Ida.—Consent to assignment of construction permit to Idaho Bcstg. and Television Co.

AM—1140 kc

KGEM Boise, Ia.—CP to change frequency from 1340 to 1140 kc, power from 250 w to 10 kw, install directional antenna for night use, new transmitter, and change transmitter location.

AM—1230 kc

Caguas Radio Bcstg. Inc., Caguas, P. R.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. (Contingent on grant of WKVM for 1070 kc.)

AM—570 kc

WWNC Asheville, N. C.—Modification of CP for changes in directional antenna system, operating on 5 kw, unlimited time, and directional antenna night.

AM—1410 kc

WCOE Inc., Nashville, Tenn.—CP for a new standard broadcast station to be operated on 1410 kc, 5 kw, unlimited hours of operation and directional antenna.

AM—1440 kc

Lt. Col. Elwyn F. Quinn, William S. Quinn, John William Chadwick and Robert L. O'Brien, a partnership d/b as the Napa Bcstg. Co., Napa, Calif.—CP for a new standard broadcast station to be operated on 1440 kc, 500 w, unlimited hours of operation and directional antenna.

Dec. 2 Decisions . . .

BY COMMISSION EN BANC

FM Conditional Grants

Dixie Bcstg. Co., Montgomery, Ala.—Authorized a conditional grant for a Class B station, subject to further review and approval of engineering details.

Monterey Peninsula Bcstg. Co., Monterey, Calif.—Same.

Harmco Inc., Sacramento, Calif.—Same.

Siskiyou Bcstg. Co., Yreka, Calif.—Same, except for a Class A station.

FM Final CPs

The following were authorized construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

Suffolk Bcstg. Corp., Suffolk, Va.—Class B; channel: 93.9 mc (No. 230); 10.2 kw; 190 ft.

Harris County Broadcast Co., Houston, Tex.—Class B; channel: 96.3 mc (No. 242); 177 kw; 525 ft.

Greater Muskegon Broadcasters Inc., Muskegon, Mich.—Class B; channel: 99.1 mc (No. 256); 3.3 kw; 300 ft.

KRIC Inc., Beaumont, Tex.—Class B; channel: 102.1 mc (No. 271); 19 kw; 465 ft.

Oshkosh Bcstg. Co., Oshkosh, Wis.—Class B; channel: 102.3 mc (No. 272); 2.2 kw; 320 ft.

The Birmingham News Co., Birmingham, Ala.—Class B; channel: 93.1 mc (No. 226); 370 kw; 650 ft.

WFAM Inc., Lafayette, Ind.—Class B; channel: 102.3 mc (No. 272); 12 kw; 360 ft.

West Virginia Radio Corp., Morgantown, W. Va.—Class A; channel: 104.3 mc (No. 282); 275 w; 2 ft.

Modified FM CPs

The following were authorized construction permits in lieu of previous conditions specified: (Note: power given is effective radiated power; antenna height given is height above average terrain):

Sunbury Bcstg. Corp., Sunbury, Pa.—Class B; channel: 99.3 mc (No. 257); 4.4 kw; 875 ft.

WINX Bcstg. Co., Washington, D. C.—Class B; channel: 92.9 mc (No. 225); 20 kw; 500 ft.

Bell Bcstg. Co. Inc., Temple, Tex.—Class A; channel: 104.3 mc (No. 282); 220 w; 500 ft.

Westchester Bcstg. Corp., White Plains, N. Y.—Class A; channel: 104.3 mc (No. 282); 120 w; 675 ft.

WIBM Inc., Jackson, Mich.—Class A; channel: 105.9 mc (No. 290); 670 w; 280 ft.

WIBX Inc., Utica, N. Y.—Class B; channel: 97.9 mc (No. 250); 9 kw; 680 ft.

Twin City Bcstg. Corp., Longview, Wash.—Class A; channel: 104.3 mc (No. 282); 410 w; minus 430 ft.

Tribune Building Co., Oakland, Calif.—Class B; channel: 94.1 mc (No. 231); 20 kw; 155 ft.

Conditions for CPs

Following are the engineering conditions in connection with authorizations announced November 29:

Central La. Bcstg. Corp., Alexandria, La.—Class B; channel: 100.5 mc (No. 263); 55 kw; 435 ft.

Abraham Kofman & Sara F. Kofman, d/b as Times-Star Publishing Co., Alameda, Calif.—Class A; channel: 105.9 mc (No. 290); 750 w; 278 ft.

CP Cancellation

The Commission granted request of Grant Union High School and Technical College for cancellation of construction permit for noncommercial educational broadcast station at North Sacramento, Calif., which was granted on July 18, 1946.

AM—1400 kc

Loys Marsdon Hawley, Bennetsville, S. C., and Anson Radio & Bcstg. Co., Wadesboro, N. C.—Adopted order designating for consolidated hearing applications of Loys Marsdon Hawley and Anson Radio & Bcstg. Co. for new stations at Bennetsville, S. C., and Wadesboro, N. C., respectively, to operate on 1400 kc, 250 w, unlimited time.

AM—1220 kc

Thomaston Bcstg. Co., Thomaston, Ga.—Granted CP for new station to operate on 1220 kc, 250 w, daytime only; engineering conditions.

Assignments of License

WNAX Yankton, S. D.—Granted consent to voluntary assignment of license of station WNAX from WNAX Bcstg. Co. to Cowles Bcstg. Co. No money involved; transfer is to simplify the corporate structure of the Cowles interests.

WEMP Milwaukee, Wis.—Granted consent to involuntary assignment of license of station WEMP from Glen D. Roberts, Melva F. Roberts, Wellwood Nesbit, Genevieve S. Nesbit (deceased), Robert M. LaFollette, Jr., Rachael Young LaFollette, Hope D. Pettey, Evalyn H. Dolph, John Ernest Roe, W. Wade Boardman, d/b as Milwaukee Bcstg. Co., to same, except Genevieve S. Nesbit who is replaced in the new partnership by her legal representative, Wellwood Nesbit.

(Continued on page 66)

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FCC Actions

(*Continued from page 65*)

Transfer of Control

WFAA Dallas, Tex.—Granted consent to involuntary transfer of control of A. H. Belo Corp., licensee of Station WFAA, from George B. Dealey to Edward M. Dealey, J. M. Moroney and George Waverly Briggs, trustees under the will of George B. Dealey, deceased.

Assignment of Rights

WLAT Conway, S. C.—Granted consent to assignment of rights of Station WLAT by Loys Marsdon Hawley, to a partnership consisting of Hawley and Herman Lee Hanks for a consideration of $5,023.64 for the one-half interest.

AM—1340 kc

G. Stanley Brewer, tr/as Southern Wyoming Bcstg. Co., Rawlins, Wyo.—Granted CP for new station to operate on 1340 kc, 250 w, unlimited time; engineering conditions.

AM—1240 kc

Rawlins Bcstg. Co., Rawlins, Wyo.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time; engineering conditions.

Petition

KROD El Paso, Tex.—Granted petition to reconsider and grant application for assignment of license of Station KROD from Dorrance D. Roderick to Roderick Bcstg. Corp.

AM—1240 kc

Standard Tobacco Co., Inc., Maysville, Ky.—Designated for hearing application for new station to operate on 1240 kc, 250 w, unlimited time.

AM—630 kc

KMAC San Antonio, Tex.—Designated for hearing application for CP to change operation from 1240 kc, 250 w, unlimited time, to 630 kc, 5 kw, and make certain changes in equipment, to be heard in consolidated proceeding with application for renewal of license.

AM—670 kc

News Publishing Co., Rome, Ga.—Granted CP for new station to operate on 670 kc, 1 kw, daytime only; engineering conditions.

AM—1080 kc

Pittsburgh Bcstg. Co., Pittsburgh, Pa.—Granted CP for new station to operate on 1080 kc, 1 kw, daytime only; engineering conditions.

Mod. of CP

KWHN Fort Smith, Ark.—Granted application for modification of CP to increase nighttime power from 500 w to 5 kw, change directional antenna and to install new transmitter at new location; engineering conditions. (Commissioner Durr voting for hearing.)

AM—1400 kc

James Robert Meachem, Elmira, N. Y.—Granted petition for grant without further hearing of application for CP for new station, and granted said station to operate on 1400 kc, 250 w, unlimited time; engineering conditions.

AM—1450 kc

Empire Newspapers-Radio, Inc., Endicott, N. Y.—Granted petition for grant without further hearing, of application for CP for new station, and granted said station to operate on 1450 kc, unlimited time; engineering conditions.

Designated Hearing

WGAP Maryville, Tenn.—Designated for hearing application for consent to voluntary assignment of license of Station WGAP from George Burns Smith and V. H. McLean, d/b as Gateway Bcstg. Co., to George R. Dempster and V. H. McLean, d/b as Gateway Bcstg. Co.

Assignment of License

KXOA Sacramento, Calif.—Granted consent to voluntary assignment of license of Station KXOA from Lincoln Dellar to Sacramento Broadcasters, Inc., of which Dellar will be 100% owner of the issued and outstanding capital stock.

Parkersburg Bcstg. Co., Parkersburg, W. Va.—Designated for hearing application for CP for new station to operate on 1230 kc, 250 w, unlimited time.

AM—1240 kc

West Virginia Radio Corp., Elkins, W. Va.—Granted CP for new station to operate on 1240 kc, 250 w, unlimited time; engineering conditions.

AM—1490 kc

United Bcstg. Co., Ogden, Utah, and Ogden Bcstg. Co., Inc., Ogden, Utah—Adopted Order granting joint petition for reconsideration filed by United Bcstg. Co. and Ogden Bcstg. Co., Inc., directed against action of the Commission on Aug. 1, 1946, granting without hearing the application of Central Utah Bcstg. Co. for new station at Provo, Utah, to operate on 1490 kc, 250 w, unlimited time, and set aside said grant; further ordered that application of Central Utah Bcstg. Co. be designated for hearing; reopened record heretofore made on applications of United Bcstg. Co. and the Ogden Bcstg. Co. for new stations at Ogden; and ordered that these applications be designated for further hearing in consolidation with hearing on Central Utah Bcstg. Co. application.

AM—1190 kc

KGFJ Los Angeles, Calif.—Adopted Order denying petition requesting that its application for CP to change frequency of KGFJ from 1230 to 1190 kc, increase power from 100 w to 1 kw, and install new transmitter, be accepted for filing and be designated for hearing in consolidated proceeding with applications of Santa Monica Bcstg. Co. for new station at Santa Monica, Calif., Robert Burdette, for new station at San Fernando and Huntington Park Bcstg. Co. for new station at Huntington Park, Calif.

AM—1450 kc

Endicott Bcstg. Corp., Endicott, N. Y.—Denied motion to designate its application in consolidated hearing with applications of Empire Newspapers-Radio, Inc., and James Robert Meachen for new stations at Endicott and Elmira, respectively; designated Endicott application for hearing. (Seeks CP for new station at Endicott to operate on 1450 kc with 250 w, unlimited time.)

AM—1400 kc

Elmira Bcstg. Corp., Elmira, N. Y.—Designated for hearing CP application for new station at Elmira to operate on 1400 kc, with 250 w, unlimited time.

Dec. 2 Decisions . . .

ACTIONS IN DOCKET CASES

AM—1340 kc

Port Arthur Bcstg. Co., Port Arthur, Tex.—Announced final decision granting CP new station 1340 kc, 250 w unlimited time, conditions; denied application of Lake Side Bcstg. Co. seeking same facilities. (Commissioners Durr and Wakefield did not participate.)

AM—1360 kc

Fort Worth Bcstg. Co., Fort Worth, Tex.—Announced final decision granting CP new station 1360 kc, 1 kw unlimited time using DA night; denied application of Luck-McDonald Co. seeking same facilities. (Commissioners Durr and Wakefield did not participate.)

AM—1230 kc

Georgia-Carolina Bcstg. Co., Augusta, Ga.—Announced final decision granting CP new station 1230 kc, 250 w unlimited time; denied applications of Voice of Augusta Inc. and The Augusta Chronicle Bcstg. Co. seeking same facilities. (Commissioner Durr did not participate.)

Dec. 2 Applications . . .

Special Authorization

WINS New York—Special Service Authorization to operate on 1010 kc, power of 10 kw night and 50 kw day, unlimited time, employing directional antenna for day and night for a period of two months—AMENDED: to change name of applicant from The Crosley Corp. to Crosley Bcstg. Corp.

Modification of CP

WATX Ann Arbor, Mich.—Modification of CP as modified, which authorized a new non-commercial educational broadcast station, for extension of completion date.

TV—60-66 mc

W3XE Philadelphia, Pa.—Modification of license to change frequency from channel 3, 66-72 mc to channel 3, 60-66 mc.

Remote Relay

Radiophone Bcstg. Station WOPI Inc., Area of Bristol, Tenn.—CP for new remote pickup broadcast station to be operated on 156.75, 158.40, 159.30 and 161.10 mc, power of 25 w, emission FM.

AM—1490 kc

WBAY Coral Gables, Fla.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location.

AM—1580 kc

McKinney Air Enterprises, McKinney, Tex.—CP for a new standard broadcast station to be operated on 780 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 780 to 1580 kc and make changes in antenna and ground system.

AM—940 kc

Blackstone Bcstg. Co., Tyler, Tex.—CP for a new standard broadcast station to be operated on 890 kc, 250 w and daytime only hours of operation—AMENDED: to change frequency from 890 to 940 kc.

AM—920 kc

Boulder City Bcstg. Co., Las Vegas, Nev.—CP for a new standard broadcast station to be operated on 970 kc, 1 kw and unlimited hours of operation—AMENDED: to change frequency from 970 to 920 kc, hours of operation from unlimited to daytime only, changes in antenna and transmitting equipment and change transmitter location.

Applications Tendered for Filing:

AM—1450 kc

WTBO Cumberland, Md.—Consent to assignment of license to The Times-News Bcstg. Co.

AM—1310 kc

Keokuk Bcstg. Co., Keokuk, Iowa—CP for a new standard broadcast station to be operated on 1310 kc, 250 w and daytime hours of operation.

AM—1150 kc

Mosby's Inc., Great Falls, Mont.—CP

(*Continued on page 68*)

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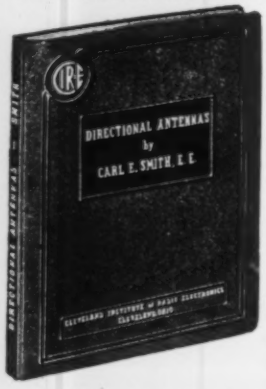

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FCC Plans Hearing On WGAP Proposal

Smith Claims 'Coercion' Used In Contemplated Sale

FCC announced last week it would hold a hearing before passing upon the tangled case in which it was first asked to approve, and later not to approve, the proposed $2,500 sale of half interest in a Maryville, Tenn. permittee company.

Date for the hearing was not set. The option in the sale, however, expires Jan. 9.

The application involves the sale of George Burne Smith's 50% interest in Gateway Broadcasting Co., permittee for WGAP Maryville (1400 kc, 250 w) to George R. Dempster, president of Dempster Bros., construction equipment manufacturers, and former city manager of Knoxville.

When the application was filed last spring, the projected withdrawal of Mr. Smith, former WNOX Knoxville engineer, was attributed to ill health [BROADCASTING, April 15]. Subsequently Mr. Smith asked the Commission to disregard the application, claiming V. H. McLean, his partner, used "coercion . . . to get full control" of the company [BROADCASTING, Sept. 16]. This petition has not been acted upon by the Commission, according to FCC authorities, because copies were not served on other parties to the proceeding.

One complication was removed from the case when Public Service Broadcasting Corp., headed by Knoxville Mayor Cas Walker, withdrew its competing bid for purchase of the station under provisions of the Avco Rule [BROADCASTING, Nov. 18].

FCC Actions

(*Continued from page 66*)

for a new standard broadcast station to be operated on 1150 kc, 5 kw, unlimited hours of operation, directional antenna night.

Dec. 3 Applications . . .

FM—100.7 mc

WBZ-FM Boston, Mass.—CP to specify frequency as channel 264, 100.7 mc, effective antenna height about average terrain as 500 ft; effective radiated power as 20 kw; install new transmitter change studio location, transmitter site from Newport Road, Hull, Mass., to Soldier's Field Road, Boston, and make changes in antenna system.

FM—96.5 mc

WLOU Detroit, Mich.—CP to specify frequency as channel 243, 96.5 mc, change transmitter site from 10 Witherell St., Detroit, to Midland Ave., Highland Park, Mich.; modify transmitter; specify effective radiated power as 30 kw and make changes in antenna system.

AM—800 kc

WWPF Palatka, Fla.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location—AMENDED: to make changes in antenna and change transmitter location.

FM—97.3 mc

WMIT Winston-Salem, N. C.—CP to change studio location from 421 N. Spruce, Winston-Salem, N. C., to 1021 14th St., Hickory, N. C., specify frequency as channel 247, 97.3 mc and effective radiate power as 200 kw, install new transmitter and make changes in antenna system.

FM—Unassigned

Radio Diablo Inc., San Bruno, Calif.—CP for new FM broadcast station—AMENDED: to change type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—840 kc

Rock Creek Bcstg. Corp., Washington, D. C.—CP for a new standard broadcast station to be operated on 840 kc, 10 kw daytime hours of operation and directional antenna.

AM—1370 kc

American Radio Bcstg. Co., John G. Bucknum, General Partner; Elmer J. Bucknum, General Partner, Redlands, Calif.—CP for a new standard broadcast station to be operated on 1370 kc, 500 w and unlimited hours of operation.

AM—1220 kc

Interlake Bcstg. Corp., Renton, Wash.—CP for a new standard broadcast station to be operated on 1220 kc, 250 w and daytime hours of operation.

AM—1550 kc

KSMO San Mateo, Calif.—CP to install new transmitter, change transmitter location and make changes in directional antenna night, operating on power of 1 kw and unlimited hours of operation.

Application Returned:

FM—Unassigned

Capital City Bcstg. Co., Des Moines, Iowa—CP for a new FM (Class B) broadcast station to be operated on frequency to be determined by FCC, ERP: 255 kw. (Incomplete.)

(*Continued on page 69*)

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Dec. 4 Decisions . . .

BY THE SECRETARY

KBKI Alice, Tex.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at approximately two miles N. of Alice, Tex.; conditions.

WBAY Coral Gables, Fla.—Granted modification of CP which authorized a new station, for approval of antenna and transmitter location at SW 32d Ave. and SW 16th St., Miami.

United Bcstg. Corp., Mobile, Area of Cleveland—Granted CP for a new remote pickup broadcast station, to be used with standard station WHK.

WBPZ Lock Haven, Pa.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location Nr. Twp. Road, Allison Twp., Pa., and to change studio location to 132½ E. Main St., Lock Haven.

WCBC Anderson, Ind.—Granted modification of CP which authorized a new station, for approval of transmitter location and to specify studio location at Tower Hotel.

WMPS Memphis, Tenn.—Granted modification of CP, for extension of completion date to 2-20-47.

KGRH Fayetteville, Ark.—Granted modification of CP which authorized a new station, for extension of completion date to 1-14-47.

WJTN Jamestown, N. Y.—Granted license to cover CP which authorized installation of a new transmitter.

WSUA Bloomington, Ind.—Granted license to cover CP which authorized a new station to operate on 1010 kc, 1 kw, daytime, and to specify studio location at 117½ West Kirkwood St., Bloomington, Ind.; conditions.

KROC Rochester, Minn.—Granted licens to cover CP which authorized installation of a new transmitter.

KVOC Casper, Wyo.—Granted license to cover CP which authorized a new station on 1230 kc, 250 w, unlimited time, and for change of studio location to 1540 So. Wolcott St., Casper; conditions.

WIKB Iron City, Mich.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time.

KRDU Dinuba, Calif.—Granted modification of CP which authorized a new station, to change type of transmitter.

WSFA Montgomery, Ala.—Granted modification of CP, for extension of completion date to 4-15-47.

KCIL Houma, La.—Granted modification of CP which authorized a new station, for extension of completion date to 2-3-47.

WACO Waco, Tex.—Granted license to cover CP which authorized change in frequency to 1460 kc, increase in power to 1 kw, installation of new transmitter and DA for night use and change transmitter location.

WCMN Arecibo, P. R.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at 2 mi. E. of Arecibo, Insular Road 55, Arecibo; conditions.

KRNR Roseburg, Ore.—Granted license to cover CP which authorized installation of a new vertical antenna and installation of a new transmitter, respectively.

KSOK Arkansas City, Kan.—Granted modification of CP to change type of transmitter.

American Colonial Bcstg. Corp., 2 Mi. W. of Arecibo, P. R.—Granted CP for a remote pickup broadcast station to be used with standard station WKVM.

WCCG Area of Meridian, Miss.—Granted modification of CP, for extension of completion date to 12-24-46.

WJBO Baton Rouge, La.—Granted CP to move transmitter location 250 feet and install an FM antenna on top of center element of DA system.

WBOW Terre Haute, Ind.—Granted CP to install a new transmitter.

WCIF Madisonville, Ky.—Granted modification of CP to change type of transmitter.

WILK Wilkes-Barre, Pa.—Granted modification of CP which authorized a new station, to change type of transmitter, for approval of antenna and for approval of transmitter and studio locations at So. Dawes Ave., Wilkes-Barre, and W. Market St., Carpenter Bldg., Wilkes-Barre, respectively.

WTOM Bloomington, Ind.—Granted modification of CP, for approval of antenna, to change type of transmitter, and for approval of transmitter and studio locations at Allen St. near Junction of Walker St., Bloomington, Ind.

WFOR Hattiesburg, Miss.—Granted modification of CP, to make changes in vertical antenna.

WHOB Gardner, Mass.—Granted modification of CP which authorized a new station, for approval of antenna and for approval of transmitter location at Green St., 1600 ft. north of Henry Heywood Hospital, Gardner, Mass.; conditions.

WMGF Haverhill, Mass.—Granted modification of CP, for approval of antenna, and for approval of transmitter location at Silver Hill, Haverhill, Mass.

KIUL Garden City, Kan.—Granted CP to install a new transmitter.

WKNX Saginaw, Mich.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, for approval of transmitter location at Spaulding, Mich., and to specify studio location as 119 So. Wash. St., Saginaw.

KIXL Dallas, Tex.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter and for approval of transmitter location at Canfield and Ferney Road, Dallas; conditions.

WKMH Dearborn, Mich.—Granted

(*Continued on page 70*)

An All-Time Favorite

IDA, SWEET AS APPLE CIDER

Published by
EDWARD B. MARKS MUSIC CORP.

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Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

WNAX

YANKTON – SIOUX CITY

If you have not seen the WNAX "1946 DAIRY STUDY" see your next KATZ Man.

P.S. BMB—also has a great story to tell about WNAX.

REPRESENTED BY THE KATZ AGENCY

SURVEY SHOWS WHO'S WHO AMONG GENERAL AD TRADE PAPERS

New Study Reveals Great Influence of General Trade Press Among Leading Executives

PRINTERS' INK Tops Field On Many Counts

A recent survey brings out pointedly the importance of general advertising trade papers among leading executives. Probably the most complete personal study ever published, the survey covered 641 top management men, both advertising sponsors and agencies, in key cities.

The survey was originated by Printers' Ink to determine the degree and character of readership of trade papers among this group. The survey was conducted by A. S. Bennett Associates and tabulated by the Barnard Company. Printers' Ink had no voice in the selection of persons to be covered and saw none of the results until the survey was completed.

Four copies per person

Among the many notable disclosures of the survey was the fact that this group of 641 executives read on the average a total of 2,488 copies of the 6 advertising papers. This is almost 4 copies per person. Printers' Ink alone was found to be read by 88 per cent of the group.

A large number of "firsts" were established by Printers' Ink. Not only did P.I. lead in total readership, it was found also to be the trade paper "most frequently read for helpful information." It was also named as "most authoritative" of all the six magazines.

The survey showed that many persons take the trade papers home to read. Printers' Ink is taken home by 43 per cent of these executives—more than any of the other publications. And P.I. was found to be read "most thoroughly" of the whole group.

For nets, stations, representatives

While truly proud of this proof of leadership in the field, Printers' Ink is equally glad that the survey verifies the strength of these papers as a group in reading and influencing top management.

Networks, stations and representatives who wish their messages to reach and influence these men who make advertising and marketing decisions should see the results of this survey.

A summary of the study will be mailed to you on request with no obligation whatever. Write to Printers' Ink, 205 East 42nd Street, New York 17, N. Y.

Printers' Ink

You

GET THE WHOLE PICTURE WITH

WBNX

No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.

WBNX smoothly dovetails into your New York coverage:

2,350,000	Jewish speaking persons
2,103,737	Italian speaking persons
1,236,000	German speaking persons
578,000	Polish speaking persons
250,000	Spanish speaking persons
6,517,737	foreign language prospects

There you get the *whole* picture.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in *any* language.

Photo: Lotte Errell Pix

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

FCC Actions

(Continued from page 69)

modification of CP which authorized a new station, for approval of antenna, of transmitter location at 527.5 ft. So. of West Warren Ave. and 220 ft. W. of Hayden Ave., Dearborn, and to change studio location at 22266 Mich. Ave., Dearborn.

KRCT Goose Creek, Tex.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location at Bayou Road, 1.7 mi. from center of Goose Creek, and to specify studio location as M. Wilkenfield Bldg., 106 So. Goose St., Goose Creek, Texas.

KORC Mineral Wells, Tex.—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter and for approval of transmitter location at 1.135 mi. SE of Baker Hotel, Mineral Wells.

Miami Bcstg. Co., Mobile, Area of Miami, Fla.—Granted CP for a new relay broadcast station.

Carl E. Haymond, Portable-Mobile, Area of Tacoma, Wash.—Granted CP for new remote pickup station.

The Pulitzer Pub. Co., Portable, Area of St. Louis—Granted CP for a new experimental television relay station to be used with commercial television station KCBG.

W1XDY Boston, Mass.—Granted license to cover CP for a new experimental television broadcast station; conditions.

The following actions were taken by Commissioner Hyde:

KYA San Francisco, Calif.—Denied petition in so far as it requests enlargement of the issues upon which the applications of KYA and Alvin E. Nelson, Inc., will be heard, without prejudice, however, to petitioner's right to again petition for such relief if such further petition is accompanied by supporting engineering data indicating the feasibility of such operation by station KVSM; in so far as petition opposes a continuance of the consolidated hearing in re Docket 7955, et al, said opposition is dismissed.

KTRM Inc., Beaumont, Tex.—Granted petition for leave to amend application for CP so as to specify frequency 990 kc, 250 w, daytime only, instead of 710 kc, 250 w, D. and to submit revised engineering information reflecting such change. The amendment was accepted and application removed from the hearing docket.

KTBS Shreveport, La.—The Commission, on its own motion, removed from the hearing docket application; heretofore designated for hearing with application of KTRM Inc.

Dec. 4 Applications . . .

ACCEPTED FOR FILING

AM Unassigned

Kingston Bcstg. Corp., Kingston, N. Y.—CP for new community FM broadcast station to be operated on frequency to be assigned by FCC—AMENDED: to change transmitter location from 601 Broadway Ave., Kingston, New York, to Overlook Mountain, near Woodstock, N. Y.; change class of station from A to B; specify ERP as 500 w and make changes in antenna system.

FM—Unassigned

Chesapeake Bcstg. Co. Inc., Bradbury Heights, Md.—CP for a new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 410 w, height above average terrain 379 ft.

AM—1050 kc

WRFS Alexander City, Ala.—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—1110 kc

WALT Tampa, Fla.—Modification of CP as modified, which authorized a new standard broadcast station, to change type of transmitter and to change studio location.

AM—1450 kc

WKEU Griffin, Ga.—CP to install a new transmitter.

Hammond Bcstg. Co., Hammond, La.—CP for a new standard broadcast station to be operated on 1200 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 1200 to 1110 kc.

AM—990 kc

WJMR New Orleans, La.—Modification of CP which authorized a new standard broadcast station, to change type of transmitter.

FM—100.3 mc

Wayne M. Nelson, Concord, N. C.—CP for new FM (Class B) broadcast station to be operated on channel 262, 100.3 mc, ERP: 3.8 kw.

AM—790 kc

Thomasville Bcstg. Co., Thomasville, N. C.—CP for a new standard broadcast station to be operated on 790 kc, 250 w and daytime only hours of operation—AMENDED: to change power from 250 w to 1 kw and change type transmitter.

AM—1490 kc

WJJM Lewisburg, Tenn.—Modification of CP which authorized a new standard broadcast station, to change antenna location approximately 400 feet, change type of transmitter and for extension of completion date.

AM—1240 kc

KGBS Harlingen, Tex.—Modification of CP which authorized installation of a new vertical antenna with FM antenna mounted on top, for extension of commencement and completion dates.

FM—Modification of CP

WMIX Mt. Vernon, Ill.—Modification of CP which authorized a new FM broadcast station, to change type of transmitter and for extension of commencement and completion dates.

1260 kc

KFGQ Boone, Iowa—CP to make changes in transmitting equipment.

FM—Unassigned

Continental Bcstg. Co., Atlantic, Iowa—CP for a new FM (Class B) broadcast station to be operated on frequency to be assigned by FCC, ERP: 3.1 kw, height above average terrain 245 ft.

AM—1490 kc

WKBB Dubuque, Iowa—CP to install a new vertical antenna and mount FM antenna on top of AM tower.

Modification of CP

WIBW-FM Topeka, Kan.—Modification of CP which authorized a new FM broadcast station, to change type of transmitter.

FM—Modification of CP

WFHR-FM Wisconsin Rapids, Wis.—Modification of CP which authorized a new FM broadcast station, to change transmitter site, type of transmitter, ERP to 1 kw; make changes in antenna system and change commencement and completion dates.

FM—To Be Assigned

Pacific Bcstg. Co., Los Angeles, Calif.—CP for new FM broadcast station (Class B) to be operated on frequency to be assigned by FCC, ERP: 48,125 kw.

FM—Modification of CP

KOIN-FM Portland, Ore.—Modification of CP which authorized a new FM broadcast station, to change effective radiated power to 213 kw, make changes in antenna system and for extension of commencement and completion dates.

AM—1270 kc

KTFI Twin Falls, Idaho—Modification of CP, as modified, which authorized increase in power, installation of new transmitter and change studio location, for extension of completion date.

Applications for Renewal of Standard Broadcast License Filed:

Central Oregon Bcstg. Co., Bend, Ore.—KBND.

Plaza Court Bcstg. Co., Oklahoma City, Okla.—KOCY.

Western Radio Corp., Pasco, Wash.—KPKW.

T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr., and Mrs. R. M. Dean, a partnership, d/b as Radio Station KRMD Shreveport, La.—KRMD.

A. L. McCarthy, O. A. Tedrick & J. H. Wolpers d/b as Radio Station KWOC Poplar Bluff, Mo.—KWOC.

Applications Tendered for Filing:

AM—1340 kc

Mound Bcstg. Corp., Newark, Ohio—CP for a new standard broadcast station to be operated on 1340 kc, power of 250 w and unlimited hours of operation.

AM—1360 kc

Coshocton Bcstg. Co., Roscoe, Ohio—CP for a new standard broadcast station to be operated on 1560 kc, power of 1 kw and daytime hours of operation.

AM—1490 kc

Enid Bcstg. Co., Enid, Okla.—CP for a new standard broadcast station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.

Dec. 5 Decisions . . .

By COMMISSION EN BANC

Modification of CP

WSBT South Bend, Ind.—Granted modification of CP granted 7-6-46, to make changes in directional antenna for night time operation.

Assignment of License

WEOA Evansville, Ind.—Granted consent to voluntary assignment of license of station WEOA from Evansville on the Air Inc. to WFBM Inc., for a consideration of $200,000.

Assignment of License

KPRC Houston, Tex.—Granted consent to voluntary assignment of license for AM station KPRC and Conditional grant for Class B FM station, from Houston Printing Corp., to Houston Post Company (first assignee) and from Houston Post Co. to the Houston Post Company (second assignee). (First assignee did not have authority to own and operate a station).

Transfer of Control

KVIC Victoria, Tex.—Granted consent to voluntary transfer of control of Radio Enterprises Inc., licensee of KVIC, from Morris Roberts to J. G. Long, for a consideration of $192,500; consisting of 250 shares of common stock.

Transfer of Control

WIAC Hato Rey, P. R.—Granted consent to involuntary transfer of control of station WIAC, Inc., licensee of station WIAC, from Mrs. Enrique Abarca Sanfeliz, executrix of Estate of Enrique Abarca Sanfeliz, deceased, to Mrs. Enrique Abarca Sanfeliz.

AM—1110 kc

Oneonta Bcstg Co., Oneota, N. Y.—Granted CP for a new station to operate on 1110 kc, 250 w, daytime only; engineering conditions.

AM—1340 kc

James Valley Bcstg. Co., Huron, S. D.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time.

AM—1230 kc

Intermountain Bcstg. Co., Alamogordo, N. M.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time; engineering conditions.

AM—1490 kc

Intermountain Bcstg. Co., Albuquerque, N. M.—Granted CP for a new station to operate on 1490 kc, 250 w, unlimited time; engineering conditions.

AM—760 kc

Southeastern Bcstg. Co., Clanton, Ala.—Granted CP for a new station to operate on 760 kc, 500 w, daytime only; engineering conditions.

AM—1440 kc

KEYS Corpus Christi, Tex.—Designated for hearing application for CP to change facilities from 1490 kc, 250 w, unlimited time, to 1440 kc, 5 kw-LS, 1 kw.

Three
GOOD STATIONS

KRBC *Abilene*

KBST *Big Spring*

KGKL *San Angelo*

the

WEST TEXAS NETWORK

affiliated

ABC TSN

Serving 32 rich West Texas counties in which BMB reports show a daytime audience of 10% or more.

JOHN E. PEARSON CO.

Representatives

night, change transmitter for site, install new transmitter and DA for night use.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—Designated for hearing application for a new station to operate on 790 kc, 1 kw, unlimited time, DA-N, in a consolidated proceeding with application of Booth Radio Stations Inc. and amended the Commission's order of Sept. 5, 1946, to include application of Federated Publications Inc.

AM—1230 kc

Frank R. Smith Jr., Beaver Falls, Pa.—Granted petition requesting that his application be designated for hearing in a consolidated proceeding with application of Eagle Printing Co. Inc., and the application of Smith for a new station to operate on 1230 kc, 250 w unlimited time, was designated for hearing in a consolidated proceeding with application of Eagle Printing Co. and the Commission's order of July 18 was amended to include Smith's application.

AM—1340 kc

New Mexico Bcstg. Co. Inc., Roswell, N. M.—Granted CP for a new station to operate on 1340 kc, 250 w, unlimited time; engineering conditions.

AM—1230 kc

McEvoy Bcstg. Co., Roswell, N. M.—Granted CP for a new station to operate on 1230 kc, 250 w, unlimited time; engineering conditions.

AM—1450 kc

Cherokee Bcstg. Corp., Morristown, Tenn.—Granted CP for a new station to operate on 1450 kc, 250 w, unlimited time.

AM—560 kc

The Middlesboro Bcstg. Co., Middlesboro, Ky.—Granted CP for a new station to operate on 560 kc, 500 w, daytime only; engineering conditions.

AM—700 kc

Middle West Bcstg. Co., St. Paul, Minn.—Granted CP for a new station to operate on 700 kc, 1 kw, daytime only.

Modification of CP

WTHI Terre Haute, Ind.—Granted modification of CP to change antenna design and transmitter site, subject to such nighttime interference as may be received from the co-channel operation proposed by Edwin Mead, Rockford, Ill. should it be authorized, and subject to approval of antenna site by CAA.

AM—1030 kc

Alvin E. Nelson Inc., San Francisco, Calif.—Denied petition requesting removal from the hearing docket and return to the pending files its application to operate on 1030 kc.

AM—1550 kc

Matta Bcstg Co., Braddock, Pa.—Granted CP for a new station to operate on 1550 kc, 1 kw, daytime only; engineering conditions.

Renewal Hearing

KGB San Diego, Calif.—Adopted an order amending the issues in the proceeding involving hearing on applications for renewal of licenses and CP, excluding technical and financial qualifications of licensee and deleted issue with respect to program service.

AM—1010 kc

WINS New York City—Denied application for special service authorization for unlimited time operation on 1010 kc with 10 kw night, 50 kw-LS, using DA day and night, for a period of two months

AM—1240 kc

William M. Drace, Greer, S. C.—Designated for hearing application for a new station to operate on 1240 kc, 250 w, unlimited time, in the consolidated proceeding with applications of Harold H. Thoms, J. B. Fuqua, and Piedmont Bcstg. Co. and the Commission's orders of Sept. 12 and Nov. 7 designating these applications for hearing, were amended to include Drace's application.

> In connection with the grant of a CP on Nov. 21, 1946 to KSAC Manhattan, Kan., to increase its power, the Commission calls attention to the fact that this application had erroneously been listed in Processing Line No. 2 as revised on Oct. 18, 1946. It should properly have been listed in Processing Line No. 1. Following this correction, the application reached the Commission for action in proper turn according to its file number on Nov. 21.

AM—1450 kc

Lake Worth Bcstg. Co. Inc., Lake Worth, Fla.—Designated for hearing application for a new station to operate on 1450 kc, 250 w, unlimited time.

Dec. 5 Applications . . .

APPLICATIONS ACCEPTED FOR FILING

Amsterdam Bcstrs. Inc., Amsterdam, N. Y.—CP for a new standard broadcast station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.—AMENDED: re change in director, officer and stockholder.

Veterans Bcstg. Co. Inc., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1280 kc, power of 5 kw, DA for day and night use and unlimited hours of operation. —AMENDED: re corporate structure.

WRC-FM Washington, D. C.—Modification of CP (which authorized a new FM broadcast station) to make changes in antenna system, and for extension of commencement and completion dates.

AM—1600 kc

WHRV Ann Arbor, Mich.—Modification of CP (which authorized a new standard broadcast station) for approval of directional antenna and approval of transmitter location.

AM—1240 kc

WRTA Altoona, Pa.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

WJOI Florence, Ala.—Voluntary assignment of license to Florence Bcstg. Company.

AM—580 kc

WGAC Augusta, Ga.—License to cover CP (as modified) which authorized change in frequency, increase in power, installation of new transmitter, changes in directional antenna for night use and change transmitter location and authority to determine operating power by direct measurement of antenna power.

AM—580 kc

WGAC Augusta, Ga.—Modification of license to move studio location from East of Augusta to Augusta.

AM—1400 kc

KSYL Alexandria, La.—Voluntary assignment of CP to Sylvan Fox and Harold M. Wheelahan d/b as Radio Station KSYL.

AM—1400 kc

KWSL Lake Charles, La.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

FM—93.5 mc

WSMB-FM New Orleans, La.—Modification of CP (which authorized a new FM broadcast station) to change frequency to channel 228, 93.5 mc.

AM—670 kc

Western Oklahoma Bcstg. Co., Clinton, Okla.—CP for a new standard broadcast station to be operated on 670 kc, power of 250 w and daytime only hours of operation.—AMENDED: re officers, directors and stockholders.

FM—Modification of CP

KERA Dallas, Tex.—Modification of CP (which authorized a new FM broadcast station) to change effective radiated power to 42.3 kw and make changes in antenna system.

AM—880 kc

Napa Valley Bcstg. Co., Napa, Calif.—CP for a new standard broadcast station to be operated on 1570 kc, power of 500 w and daytime only hours of operation.—AMENDED: to change frequency from 1570 to 880 kc and make changes in antenna.

AM—1510 kc

KOCS Ontario, Calif.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna and transmitter location.

AM—1060 kc

KYA San Francisco, Calif.—CP to change frequency from 1210 to 1060 kc, increase power from 1 kw night and 5 kw day to 50 kw day and night, change directional antenna for day and night use, change type transmitter and change transmitter location from Bayview Park, San Francisco, Calif. to 3 miles south of Hayward, Calif.—AMENDED: re changes in DA.

FM—To Be Assigned

KLZ Bcstg. Co., Denver, Col.—CP for a new FM broadcast station to be operated on 43.5 mc.—AMENDED: to change frequency from 43.5 mc to—to be assigned by FCC; transmitter location from proximity of Denver, Col. to Lookout Mountain approx. 13 miles west of Denver, Colo. Specify type of transmitter, ERP as 57 kw and make changes in antenna system.

AM—850 kc

Kitsap G. I. Bcstrs. Inc., Bremerton, Wash.—CP for a new standard broadcast station to be operated on frequency of 1560 kc, power of 500 w night and 1 kw day and unlimited hours of operation.—AMENDED: to change frequency from 1560 kw to 850 kc, power from 500 w night and 1 kw day to 1 kw daytime only; hours of operation from unlimited to daytime; changes in antenna and ground system and specify studio location.

Applications for Renewal:

KXRO, Inc., Aberdeen, Wash.—KXRO.
Louis G. Baltimore, Wilkes-Barre, Pa.—WBRE.
The Ashland Bcstg. Co., Ashland, Ky.—WCMI.
Radio Columbus Inc., Columbus, Ga.—WDAK.
Deep South Radioways, Lake City, Fla.—WDSR.

Applications Tendered for Filing:

AM—1490 kc

Petaluma Bcstrs., Petaluma, Calif.—CP for a new standard broadcast station to be operated on 1490 kc, power of 250 w and unlimited hours of operation.

GROVE - SEEDS DISPUTE IS NEARING SETTLEMENT

FINAL settlement for an undisclosed amount is expected to be made between James Grove, youthful president of Grove Laboratories, St. Louis, and its former agency, Russel M. Seeds.

The agency which placed an annual $1,000,000 in advertising for Groves, mostly in radio, had notified the company it considered itself entitled to commissions on all business placed until its contract expired in April 1947. Seeds contended that Grove had breeched its contract involving commissions amounting to $160,000 and threatened a court action which never materialized.

Seeds was dropped by Grove following the resignation because of poor health of company's president, Harry Goldsmith Sr. Mr. Goldsmith had joined Seeds a few months earlier as an account executive and is still with the agency.

J. D. Tarcher and Co., New York, was selected by Grove to handle 4-Way Cold Tablets and Duane Jones Advertising, New York, to represent other products.

Ford Campaign

FORD MOTOR Co. Dealers, Detroit, Dec. 2 started special four week Christmas spot campaign. J. Walter Thomson & Co. offices in New York, Chicago, and the West Coast are buying time.

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA
WCAX
BURLINGTON
VERMONT'S
ONLY CBS
STATION
1000 WATTS • FULL TIME

HOLDS THE CARDS
Alabama is our territory. 60 miles away in Cullman, WSGN has more listeners (8 A.M.—6 P.M.) *than any other Birmingham station. That's one reason why WSGN is Alabama's leading station.
*1946 Conlan survey
ALABAMA'S BEST BUY FAR!
WSGN
BIRMINGHAM
THE NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed

The Winning Time

is the Time You Buy on

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED

National Representatives

Television

(Continued from page 16)

by their own estimates, upwards of 24 hours. Cross-examination is expected to take almost as much time, and oral arguments by counsel, planned by at least some of the participants, would further lengthen the proceedings. Unless the Commission foregoes its regular Thursday meeting, only four days will be available for the hearing this week.

The session will open at 10 a. m. in the Commerce Dept. Auditorium on 14th Street between E and Constitution, Washington. Harry M. Plotkin, assistant general counsel, will serve as Commission counsel.

CBS, which had notified FCC it would present seven witnesses for 12 to 18 hours of direct testimony in support of its plan for commercial color in the 480-920 mc band, meantime added another witness to its slate. The network reported that Andrew Alford, consulting engineer, would testify for approximately 30 minutes on antennas and propagation effects.

Goldmark Principal Witness

Principal CBS witness will be Dr. Peter C. Goldmark, director of engineering research and development, whose time estimate was six to ten hours. Others include President Frank Stanton, Vice Presidents Adrian Murphy and Lawrence W. Lowman; Donald Horton, manager of CBS Television Audience Research Institute; William B. Lodge, director of general engineering, and Paul H. Reedy, chief engineer, engineering research and development.

Chief opposition to the CBS proposal is expected to come from RCA and NBC, Du Mont, and Television Broadcasters Assn. Dr. C. B. Jolliffe, executive vice president of RCA in charge of the RCA Labs. division, will be among the RCA-NBC witnesses. Dr. Allen B. Du Mont and Dr. Thomas T. Goldsmith, research director, will appear for Du Mont, and Jack R. Poppele, vice president of WOR New York and president of TBA, will testify for the television broadcasters group, which may also put on other witnesses.

Centennial Television Corp., Boston, meanwhile notified FCC last week that it intended to participate. Others include Zenith Radio Corp., Cowles Broadcasting Co., Thomascolor Inc., Westinghouse Electric Corp., Federal Telecommunications Labs., Federal Telephone & Radio Corp., Bendix Radio Division of Bendix Aviation Corp., and Philco Corp. [BROADCASTING, Dec. 2].

Upcoming

Dec. 9: Color Television Hearing, FCC, 10 a.m. Commerce Dept. Auditorium, Washington.
Dec. 9: NAB Research Committee, 10 a.m., Hotel Statler, Washington; BMB Forum, 2 p.m.
Dec. 9-11: Demonstrations of Nielsen Radio Index, 500 Fifth Ave., New York.
Dec. 11: RMA Board of Directors, Biltmore Hotel, New York.
Dec. 13: Quarterly meeting, MBS Board of Directors, Chicago.
Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 8-10: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Hotel Statler, Washington.
Jan. 13-15: NAB Area Meeting (District 14, part of District 16), Hotel Utah, Salt Lake City.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.

Mail Pouch Switch

MAIL POUCH TOBACCO Co., Wheeling, W. Va., Dec. 23 switches *Fishing and Hunting Club on the Air* program from ABC, Wed. 8:30-9 p.m., to MBS, Mon. 10-10:30 p.m. Agency is Walker & Downing, Pittsburgh.

Why?

OBSERVERS with one eye on FCC reorganization plans of Congressional Republicans cocked both eyebrows last week when it was learned that Charles R. Denny, whose office door has carried the word "Chairman" but not his name during his tenure as acting chairman, does not propose to have his name added now that he's permanent chairman.

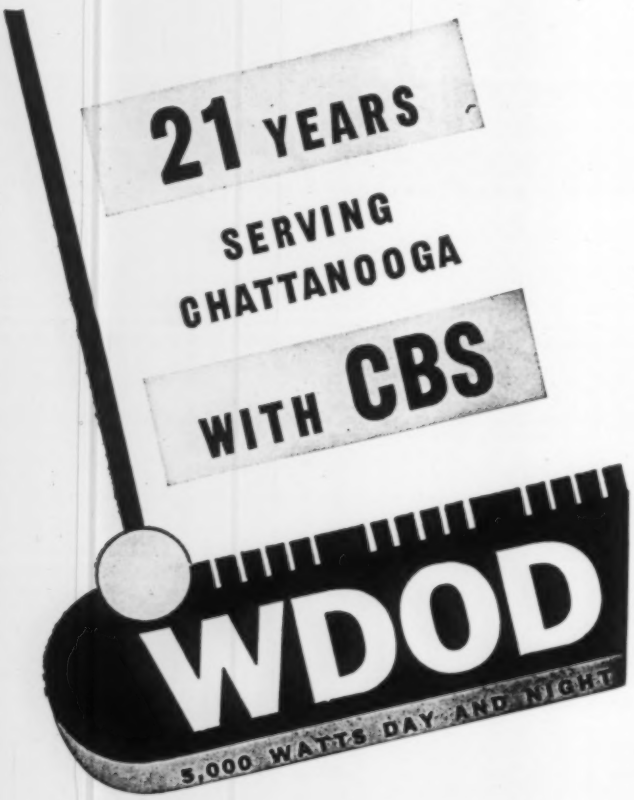
864 Small Stations Will Get Spot Plan

MODEL program by which individual small stations can get a larger share of the national spot advertising dollar, adopted by the NAB District 2 Small Market Stations Committee, will be presented to the country's 864 small stations during the NAB 1947 area and district meetings and at other regional gatherings.

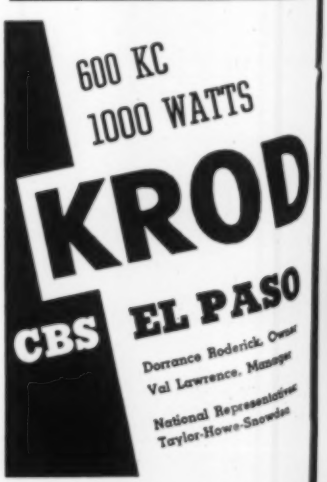
The plan is based on closer cooperation between stations and representatives. It was developed by the District 2 committee in cooperation with station and representative groups. Committee chairman is Simon Goldman, WJTN Jamestown, N. Y., with Michael R. Hanna, district director, as board liaison member. J. Allen Brown, director, NAB Small Market Stations Division, will present the plan at area and district meetings.

Small market stations, seeking to expand national spot business on an individual rather than group basis, were urged to: Analyze cost of engaging representative plus advertising, promotion and trips; work closely with representative; supply more complete and better market and station data; avoid switching representatives every year; study market for tips; see local dealers of national productions, urge them to apply for advertising support, and then inform representative; stick to card rates; make trips to agency centers to sell specific accounts and contact representatives; provide consistent merchandising support; use carefully planned trade paper advertising; use NAB standard program schedule form to inform agencies and advertisers about programs and availabilities; take yearly listener survey.

Representatives were advised to: Be candid with station; visit every station on list for first-hand information; give small market stations same importance as others in trade paper advertising; help managers arrange itineraries in advance of trips; make certain that adequate service can be offered.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.



More Committees Appointed by NAB

Program, Engineering, Labor and Research Groups Named

MEMBERS of four industry committees were announced last week by the NAB, in addition to those made public the previous week [BROADCASTING, Dec. 9]. Newly-named committees are Program Executive, Engineering Executive, Employe-Employer Relations and Research. They follow:

Program Executive Committee—Merle S. Jones, WOL Washington, chairman; E. R. Vadeboncoeur, WSYR Syracuse; Edgar L. Bill, WMBD Peoria, Herb Plambeck, WHO Des Moines; H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Stanley Hubbard, KSTP St. Paul; I. R. Lounsberry, WGR Buffalo; Glenn R. Snyder, WLS Chicago; Davidson Taylor, CBS; Phillips Carlin, MBS; Clarence L. Menser, NBC.

Board Liason Committee of the Program Executive Committee—Hugh B. Terry, KLZ Denver, chairman; Wiley P. Harris, WJDX Jackson, Miss.

Engineering Executive Committee—Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Ross Beville, WWDC Washington; R. V. Howard, KSFO San Francisco; Roland C. Hale, WCOP Boston; Oscar Hirsch, WKRO Cairo, Ill.; G. Porter Houston, WCBM Baltimore; O. B. Hanson, NBC; William B. Lodge, CBS; Earle M. Johnson, MBS.

Board Liaison Committee of the Engineering Executive Committee—T.A.M. Craven, WOL Washington, chairman; G. Richard Shafto, WIS Columbia, S. C.

Employe-Employer Relations Committee—John Elmer, WCBM Baltimore, chairman; William Fay, WHAM Rochester; John E. Fetzer, WKZO Kalamazoo; Frank King, WMBR Jacksonville, Fla.; Howard Lane, WJJD Chicago; Harry R. LePoidevin, WRJN Racine, Wis.; C. L. McCarthy, KQW San Francisco; Frank R. Smith, WWSW Pittsburgh; Marshall Pengra, KRNR Roseburg, Ore.; John H. MacDonald, NBC; Joseph A. McDonald, ABC (WJZ New York); Frank K. White, CBS; Robert Swezey, MBS; C. L. Thomas, KXOK St. Louis.

Board Liaison Committe of the Employer-Employe Relations Committee—F. W. Borton, WQAM Miami, chairman; Leslie C. Johnson, WHBF Rock Island.

Research Committee—Carl Burkland, WTOP Washington, chairman; Gene L. Cagle, KFJZ Fort Worth; Dietrich Dirks, KTRI Sioux City, Ia.; J. C. Tully, WJAC Johnstown, Pa.; Charles P. Scott, KTKC Visalia, Calif.; William T. Lane, WAGE Syracuse; Elmo Wilson, CBS; H. M. Beville, NBC; E. P. H. James, MBS; Edward Evans, WJZ New York.

Board Liaison Committee of the Research Committee—Frank Stanton, CBS, chairman; Harold Ryan, WSPD Toledo.

In a committee list last week NAB incorrectly stated that Lester Nafzger, of the FM Executive Committee, was with WCOL-FM Columbus. He is with WELD.

Feature

(Continued from page 10)

heard radio on a "loud speaker."

The 1946 GE edition of a portable radio operates from a small storage battery in the set, or from regular household current. The battery operates the receiver for 20 hours. It can then be recharged merely by plugging into a home outlet. The antenna is mounted inside the top cover, and the loudspeaker is also inside the receiver.

The 1946 model with the model is Monica Lewis, radio songstress. Studious lass of 1921 is unidentified.

The latest model.

WCFC-FM Beckley, W. Va. To Have $100,000 Studio

NEW $100,000 studio-transmitter building is being erected by WCFC Beckley, W. Va., FM station which will increase from 250 to 3,000 w, according to E. J. Hodel, station manager. Station is owned by Beckley Newspapers Corp. New tower has been erected.

WCFC was host at a promotion dinner attended by 76 dealers and distributors, the program including a showing of the General Electric Co. film "The Story of FM." The banquet hall was lined with promotional material. The station has been conducting an aggressive campaign to sell FM in the Beckley market since it went on the air Aug. 15.

NRDGA and NAB Sponsor Retail Program Contest

A CONTEST to determine country's best retail radio programs created during 1946 is being conducted by the Sales Production Group of the National Retail Dry Goods Assn. in cooperation with NAB. The stores, which may enter not more than two programs, will be in three categories according to sales volume as follows: Class A, stores with annual sales below $1,000,000; Class B, stores with annual sales between $1,000,000 and $5,000,000; Class C, stores with a volume above $5,000,000.

Scripts and transcriptions must be received by the judges before Dec. 31. The 100 best entries will be judged by a committee of experts at the annual NRDGA convention which opens Jan. 13 at Hotel Pennsylvania, New York Complete rules of contest are issued by Sales Promotion Group, National Retail Dry Goods Assn., 100 W. 31st St., New York 1, N. Y.

Canadians Visit NAB

HENRY S. DAWSON, newly-elected manager of the Canadian Assn. of Broadcasters, and T. Jim Allard, CAB director of public relations, were in Washington last week observing operations at the NAB headquarters office. They conferred with President Justin Miller, Executive Vice President A. D. Willard Jr. and other executives.

Reach the Housewives

for they do the household buying. And let WLAW, the leading morning station in Industrial New England, be your economical, effective sales booster!

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!
Basic Station
American Broadcasting Co.

WLAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES
WEED & CO.

people must like us . . .

We've spent a lot of time, believe us, creating the kind of special programming that our 1,000,000 listeners in four states really go for. We want them to consider WMMN a spot on their dials they never care to tune away from.

But we're never prepared for some of the things that happen . . . things that show us how very much people in this Monongahela Valley prefer the local programs we offer them. For example, when WMMN's live talent shows go travelling through our 30 counties and annually attract more than 60,000 paid admissions—well, even we're amazed.

That same audience loyalty enjoyed by our local stars extends also to the advertisers who back them. Last year 250,000 listeners voluntarily wrote WMMN, responding to various sponsors' messages. And 70% of all those letters contained proof of purchase.

Makes WMMN sound like a good place to tell *your* sales story, doesn't it?

WMMN

Fairmont, W. Va.
At the Corner of Four States
Ask a Blair Man
CBS—5,000 Watts

A FORT INDUSTRY STATION

in Louisville
IT'S WINN
OR YOU LOSE"

BASIC STATION
AMERICAN
BROADCASTING COMPANY
HARRY McTIGUE

Reece

(Continued from page 15)

other commissions and agencies, the Congress might be willing to meet him half-way.

On the other hand, should the President insist on retaining Democrats in the majority on the FCC and other commissions, the Republicans then would push bills to abolish the agencies and write more definitive legislation, requiring that the majorities correspond to the majority party in control of Congress.

Mr. Reece said the Republican Party has fought for and would continue to fight for the "liberties of the individual against any encroachment upon those liberties by Government." He said "the verdict of the people in the recent election constituted a directive to both the legislative and the executive branches" of Government "to take certain steps and to enact certain laws for which the people have registered their approval."

Meant FCC

There was no doubt among Republican leaders attending the meeting that Chairman Reece had in mind the FCC when he spoke of encroachments. In a message to broadcasters, published exclusively in the Oct. 21 BROADCASTING, Mr. Reece assailed the Commission's Blue Book and other policies which he said threatened the freedom of radio. At that time he asserted:

"The time is here for action. Unless the new Congress enacts definitive radio legislation—once and for all expressing in clear-cut language its intent that radio should remain free from Government interference—I shudder to think what the next two years will bring. It is imperative, therefore, that a Republican Congress be elected in November to protest and preserve the rights of our free broadcasting system."

He told the Republican National Committee that while there was no "legal or moral" obligation for the executive officers to resign, as suggested by Sen. Fulbright (D-Ark.), "there certainly is at least a strong moral obligation upon them to give heed to the expressed wishes of the people. We have no reason to doubt," he declared, "that such a course will be followed, but it seems advisable to make our attitude on the issue completely clear before any conflict has developed."

Party Used Radio

He told the committee how the Republican Party made good use of radio during the fall campaign. "The Radio Division, headed by Edward T. Ingle, operated during the campaign as a part of the Publicity Department, but on what was practically an autonomous basis except where questions of policy were involved," said Mr. Reece.

He told how GOP headquarters prepared transcriptions, helped candidates in their individual radio speeches and how the Republican Party throughout the country used radio extensively. He said broadcasters had been liberal with time to discuss important issues.

"Throughout the campaign the Radio Division made it a practice whenever possible to get out advance announcements of programs in which Republican speakers participated," said Mr. Reece. "This enabled Republicans throughout the country to advise friends and neighbors to listen and also made it possible for them to request that local stations carry the programs in which they were interested."

On election night the Radio Division supervised arrangements by which the four major networks did more than 30 direct broadcasts from Republican headquarters in Washington, the chairman added. "Comments reaching headquarters indicate that this coverage from headquarters was very much appreciated," he said.

Mr. Reece paid tribute also to William Murphy, director of publicity for the National Committee, and to the various staff members at headquarters.

Vote for Free Enterprise

Rep. Clarence J. Brown (R-Ohio), campaign director of the National Committee, said "the people voted for free enterprise. Unless we make those things work, then this victory of last November will be a hollow one." Rep. Charles A. Halleck (R-Ind.), chairman of the National Republican Congressional Committee, predicted that the new Republican Congress would "move pretty rapidly" to "give the nation a sane and sound Government."

He declared that the Republican Congress would cooperate with President Truman, but "if he sends up some kind of radical program it is inconceivable that we will cooperate."

At a Republican Victory Dinner Thursday night at the Statler Hotel, Washington, Rep. Joseph W. Martin Jr. (R-Mass.), Minority Leader who is slated to become Speaker Jan. 3, reemphasized the words of Chairman Reece when he declared that one of the first jobs of the Republican Congress will be to clean out the various Government bureaus. "The welfare of American citizens must no longer depend upon the whims or the prejudices of a Washington filing clerk," he stated.

Commissioners Wakefield and Hyde and their wives were among guests of honor at a reception given by Mr. and Mrs. Reece Thursday evening at the Sulgrave Club in Washington, for the National Committee members and state finance chairmen.

Quick Returns

THIRTEEN MINUTES after the polls had closed in a special election Dec. 3 at Hartford, Conn., to determine whether city should have charter for city-manager type of government, WTIC was on the air with the final returns. WTIC reporters posted in each of Hartford's 39 precincts phoned returns to station. The first report and the final tabulation both were broadcast during 15-minute newscast at 6:30 p.m. Proponents of charter won by 2-1 margin.

CPA Functions Will Pass To Liquidation Agency

FUNCTIONS of Civilian Production Administration, including its restrictions on non-housing construction, will be transferred to a new Government war liquidation agency, soon to be organized, following resignation Thursday of CPA Administrator John D. Small. Restrictions on construction are to remain in force until the materials shortage ends, CPA indicates.

President Truman highly praised Mr. Small's CPA record. He had persuaded him to remain at CPA until plans for the liquidation were ready. Mr. Small has advocated abandonment of Government war controls as quickly as possible.

Pay Increase Plan

FIVE PERCENT pay increase for all salaried employes of KABC San Antonio went into effect Dec. 1, the first of a series of four raises to be granted under the station's new Guarantee Pay Raise Plan, Charles W. Balthrope, KABC manager, announces. All employes (except musicians under contract) who have been with the company six months participate in the plan, inaugurated July 1. It provides for 5% increases at the end of the first and second six months of employment and a 10% increase when an employe completes two years with KABC. "In many cases," Mr. Balthrope says, "increases have exceeded the guarantee and have been given before the end of the periods outlined."

KPAC

MBS

BMB

The Nunn Stations

4 ABC
1 CBS
5 ★

★ IMPORTANT MARKETS

- Amarillo, Tex. ..... KFDA (ABC)
- Ashland, Ky. } ..... WCMI (CBS)
- Huntington, W. Va. }
- Knoxville, Tenn. ..... WBIR (ABC)
- Lexington, Ky. ..... WLAP (ABC)
- Mobile, Ala. ..... WMOB (ABC)

FM Grantees

(*Continued from page 20*)

V-J Day the proportion of all cities with one or more stations increased from 16.6% to 22.3%, the ratio rising to 29.6% by Sept. 19 last (cities have population of over 2,500).

Smaller cities enjoyed the greatest percentage gain in number of stations, particularly the 10,000-25,000 and 25,000-50,000 groups, during the 1939 to V-J Day period. In the last year main gains were in the 5,000-10,000 and 10,000-25,000 groups. As of Sept. 19 only six cities in the 25,000-50,000 group (outside metropolitan districts) were without stations, while all cities over 50,000 had at least one station.

TABLE IV

Total AM Construction Permits Issued (VJ-Day to September 19, 1946): Percent of AM grants issued in cities of less than 50,000, between 50,000 and 200,000, and over 200,000 population within each of the various geographic regions.

City population[1]	*North-east*	*North Central*	*South Atlantic*	*South Central*	*Mountain and Pacific*
Less than 50,000	44.9	59.0	65.2	75.6	88.0
50,000-200,000	22.4	26.8	23.2	11.2	6.0
Over 200,000	32.7	14.2	11.6	13.2	6.0
Total Percent	100.0	100.0	100.0	100.0	100.0
Total Grants (365)	49	56	78	99	83

[1]Census of Population, 1940. All cities of 50,000 or more are metropolitan districts. Cities of less than 50,000 are independent cities outside metropolitan districts.

TABLE VIII

Total FM Construction Permits and Conditional Grants Issued (as of October 1, 1946): Number and percent granted to persons in the AM field and not in the AM field, showing the number and percent with and without newspaper interests.

Type of permittee or grantee	*Number*		*Percent*	
In the AM field	403		74.6	
with newspaper interests		131		24.3
without newspaper interests		272		50.3
Not in the AM field	137		25.4	
with newspaper interests		73		13.5
without newspaper interests		64		11.9
Total	540		100.0	
Total with newspaper interests	204		37.8	
Total without newspaper interests	336		62.2	
Total construction permits and conditional grants issued	540		100.0	

TABLE VII

Total FM applications filed[4] (as of October 1, 1946): Number and percent filed by applicants in the AM field and not in the AM field, showing the number and percent with and without newspaper interests.

Type of applicant	*Number*		*Percent*	
In the AM field	615		70.8	
with newspaper interests		191		22.0
without newspaper interests		424		48.8
Not in the AM field	253		29.2	
with newspaper interests		106		12.3
without newspaper interests		147		16.9
Total	868		100.0	
Total with newspaper interests	297		34.2	
Total without newspaper interests	571		65.8	
Total applications filed	868		100.0	

[1]Census of Population, 1940. All cities of 50,000 or more are metropolitan districts. Cities of less than 50,000 are independent cities outside metropolitan districts.

[2]Licensed or authorized.

[3]Includes a few incorporated places of less than 2,500 population in 1940.

[4]Does not include withdrawn or dismissed applications. If reference is made to the April 1, 1946 release on this topic, the apparent net gain of only 34 applications since then is explained by the fact that withdrawn or dismissed applications were included for the purposes of the April 1 tabulation. Actually, 186 new applications were filed during the 6-month period.

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

TABLE III

Total AM Construction Permits Issued (VJ-Day to September 19, 1946): Percent of AM grants issued in the various geographic regions compared with the percent of existing stations (as of VJ-Day) in each region.

Regions	*Percent of AM grants*	*Percent of existing stations (as of VJ-Day)*
Northeast	13.4	18.4
North Central	15.3	26.6
South Atlantic	21.4	17.0
South Central	27.1	19.0
Mountain-Pacific	22.8	19.0
Total Percent	100.0	100.0
Total Grants	365	...
Total Stations	...	894

TABLE V

Total AM Construction Permits Issued (VJ-Day to September 19, 1946): Number and percent of AM grantees who have filed applications for FM stations (as of September 19, 1946).

AM Grantees	*Number*	*Percent*
Filing for FM	57	15.6
Not filing for FM	308	84.4
Total	365	100.0

Station Tax Claim Surplus Was Needed For Expansion Is Denied by U. S. Court

PRECEDENT governing accumulation of surplus by broadcasting stations for future expansion of plant and preparation for superpower, FM, television and facsimile is found in a decision handed down by the U. S. Tax Court in a case involving WOAI San Antonio, licensed to Southland Industries Inc.

Tax attorneys point out that broadcasting corporations have the opportunity on the basis of this decision to obviate penalties under Section 102 of the Internal Revenue Code which governs accumulation of surplus and provides penalties for improper accumulation.

The court's decision shows that Southland had net earnings of $161,925 at the end of its taxable year July 31, 1940 and paid a dividend of $75,000 to G. A. C. Halff, sole owner, carrying the balance to surplus. From this surplus, according to the decision, Mr. Halff made a loan to an oil company in which he owned all shares of stock.

In its decision the court held that the taxpayer had accumulated earnings beyond the reasonable needs of its business and had not proved its purpose was not to prevent imposition of a surtax on the taxpayer's income. The court did not accept Southland's contention that the surplus was being accumulated at that time for 500 kw AM operation, FM, television and facsimile.

WWPG-FM to Start

WWPG Palm Beach announced Dec. 2 that it expected to be on the air "within the next ten days" with its 3 kw FM station. The installation is Federal Telephone and Telegraph, according to announcement from Charles E. Davis, president of Palm Beach Broadcasting Corp., WWPG licensee.

TABLE VI

AM Broadcast Stations: Number of cities in the various populations groups showing the percent of each having one or more radio stations, as of January 1, 1939; VJ-Day; and September 19, 1946.

City population[1]	*No. of cities*	*Percent having one or more radio stations as of: Jan. 1, 1939*	*VJ-Day*	*Sept. 19, 1946*[2]
2,500- 5,000	1,134	1.5	1.9	5.8[3]
5,000-10,000	678	6.6	11.8	23.6
10,000-25,000	413	29.8	48.4	61.5
25,000-50,000	122	74.6	91.8	95.1
Total 50,000 or less	2,347	11.8	17.6	25.4
Over 50,000	140	97.1	100.0	100.0
Total	2,487	16.6	22.3	29.6

ED BERLIANT OFFERS A NEW SERVICE FOR BROADCASTERS

TO ANYONE who is considering the building or renovating of a broadcasting station, Ed Berliant offers a new plan that will eliminate all construction headaches and at the same time provide more revenue by *getting the station on the air months sooner.* You just turn over to him all responsibility for getting the job done, at a moderate fee.

This Unique Service Includes:

1. Work with foremost consulting engineers
2. Preparation of application (except engineering)
3. Surveys of sites and listener potential
4. Complete construction of building
5. All equipment, including *scarce items,* at no extra cost
6. Help in selecting qualified personnel

Ed Berliant draws upon his long years of experience in radio in getting your station on the air. He knows that anybody can follow a blueprint. Ed Berliant not only draws the blueprints in the first place; he builds from them with all the knowledge that only experience can give, with equipment that only nationwide contacts can uncover. Thus you get a perfectly equipped station much sooner than you could otherwise expect, and can be on the air making money while your competitor is wondering how he will even begin construction. You are invited to write to Ed Berliant today.

For the Southeastern states, Ed Berliant offers a fast trouble-shooting service. Call VErnon 7003 in Atlanta any time of day.

ED BERLIANT

Chamber of Commerce Bldg., Atlanta 3, Georgia

Denny

(Continued from page 17)

ocratic endorsement. Republicans, ready to assume control of both Houses when Congress convenes next month, insisted that the appointment must go to a member of their own party (see story page 15).

Sen. James M. Mead (D.-N. Y.), defeated for re-election, had been mentioned for the FCC chairmanship, but President Truman, asked by newsmen whether Sen. Mead would be named to "a Federal post" —which might include the seventh place on the Commission—said he had no knowledge of it.

Chairman Denny's appointment became official on Wednesday—the effective date of Former Chairman Porter's resignation from OPA, which had been viewed as clearing the way for promotion of the acting chairman to permanent status [BROADCASTING, Dec. 2].

Mr. Porter reportedly is the favored candidate for the presidency of BMI, whose board meets next week and may name a president at that time. At OPA Mr. Porter was succeeded by Maxwell L. McCullough, his senior deputy, as interim administrator pending establishment of a holding agency combining remaining functions of OPA, Civilian Production Administration, Office of Contract Settlement and several minor related agencies.

The announcement that Mr. Denny would become chairman was made by Presidential Secretary Charles G. Ross after President Truman at his Tuesday news conference, apparently misunderstanding a question about the chairmanship, replied that he would make the appointment as soon as he could find a man to fill the job. Queried afterward, the White House press secretary said Mr. Truman was thinking of the vacancy rather than the chairmanship, and that Mr. Denny would be the new chairman.

The Presidential letter of appointment arrived at Mr. Denny's office Wednesday morning.

His elevation to the chairmanship came two months less than five years after he joined the Commission in February, 1942, as assistant general counsel in charge of administration and litigation. He was made general counsel eight months later, and became commissioner on March 30, 1945, to fill the vacancy created when the term of T. A. M. Craven expired the previous June.

Term to 1951

The new chairman's term extends to June 30, 1951.

Mr. Denny was born April 11, 1912, in Baltimore, attended Western High School in Washington, and was graduated from Amherst College in 1933 and from Harvard Law School in 1936. For two years he practiced law in Washington, and then from 1938 until he joined FCC in February, 1942, he was in the Lands Division of the Department of Justice first as attorney in the Appellate Section, then as assistant chief and finally as chief of the section. He also served as a special assistant to the Attorney General.

His first major assignment with FCC was preparation of the Commission brief on the question of FCC jurisdiction in promulgating the chain broadcasting regulations. He argued and won the case when it was remanded to the District Court for the Southern District of New York by the Supreme Court.

He represented the Commission before a number of Congressional committees, including the House Select Committee investigating the FCC.

During the nine months he served as acting chairman of the Commission, FCC continued and stepped up the pace of its actions on broadcast matters and inaugurated a number of "streamlined" procedures to hasten decisions on pending applications and, particularly in some of the non-broadcast services, to cut the amount of paper work required by both applicants and the Commission. Plans already are under way for extending the streamlining policy further into the broadcast field [CLOSED CIRCUIT, Nov. 25].

Chairman Denny is married to the former Elizabeth Woolsey of New York. They have three children: Alison Byrd, 6; Christine, 3, and Charles Jr., 2, and live at 2825 49th Street, N. W., Washington.

New Oregon-Idaho Area Station Goes on the Air

KSRV, new station serving the Snake River Valley of Oregon and Idaho, with transmitter located two miles north of Ontario, Ore., went on the air Nov. 23. Station, owned by Inland Radio Inc., calls itself "The Voice of Snake River Valley." It operates on 1450 kc from 6 a.m.-10 p.m.

Gordon L. Capps is manager of KSRV. Other staff members include Al Corwin, chief announcer; John Powell, assistant announcer; Charles Harland, chief engineer; Ted Loud, news reporter, and Velma Morton, secretary.

Caray on WTMV

HARRY CARAY, winner of *The Sporting News* award for the best National League play-by-play baseball broadcasts [BROADCASTING, Dec. 2] is employed by Griesedieck Brothers Brewery Co., of St. Louis and is heard over a number of stations including KXOK and WEW St. Louis and WTMV East St. Louis. His baseball broadcasts were made over WTMV and not over KXOK as announced.

Technical Strike Puts KFEL Off Air

Station Is Silent 28 Minutes; Phone Cables Punctured

AFFIDAVIT was filed last Thursday with FCC by Loucks & Scharfeld, Washington counsel for KFEL Denver, concerning circumstances of the Nov. 29 strike of seven IBEW technicians at that station. According to the communication to the Commission, KFEL was put off the air from 6:02 to 6:30 p.m. on that date by the unexpected strike of the technicians.

It also stated that one of the technicians had broadcast what it termed an unauthorized announcement of the walkout just before the station went off the air. The affidavit then cited subsequent interruptions to local telephone service and to the studio-transmitter links due to a punctured telephone cable.

On the evening of Nov. 29 following resumption of broadcasting the station's side of the strike was told by Joseph A. Myers, vice president and general counsel for KFEL. Speaking on a newscast, he stated that early in September the existing contract had been terminated by the station licensee, Eugene O'Fallon Inc., and that a strike notice had been served by the union. An election was then held, he said, by National Labor Relations Board with Local 1222 of IBEW favored. Negotiations began, narrowing to a single issue of wages, Mr. Myers stated, with union asking 40% increase and KFEL offering a reclassification plan and 8% increase. As neither party accepted, U. S. Conciliation Service offered a compromise scale for consideration. On the afternoon of the strike a meeting was held at which the union refused a compromise, Mr. Myers told listeners, so that the station was forced to return to its original stand. The affidavit stated no prior indication of the strike had been offered despite inquiry.

WEEKLY program of veteran doings, "Opportunity USA," aired on MBS and reported by Bill Berns and Bill Raidt, received citation from Veterans Administration in Hollywood Dec. 1.

Yule BE A LOT HAPPIER IF YOU CHOOSE TO RIDE THE Tide

OF INCREASED BUSINESS IN THE "BUSY CITY"

HIGHEST PEACETIME

• INDUSTRIAL EMPLOYMENT 33,000

• WEEKLY PAYROLL $1,650,000

Canton's 40% gain in department store sales in October from 1945 daily average tops 11 major cities in 4th Federal Reserve District!

LET'S GO—CHECK RAMBEAU

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by RAMBEAU

your good neighbor in CANTON, OHIO always a busy city

WRITE, WIRE OR PHONE

JOHNNY GILLIN

OR JOHN BLAIR

11 New AM Stations Granted; Day Outlet on WLW Channel

WLW Cincinnati, sole occupant of the 700 kc clear channel, lost its exclusive use of the wavelength with the grant last week of a 1 kw daytime outlet in St. Paul to a group headed by John W. Boler, chief executive of the defunct North Central Broadcasting System (story on page 85). Eleven new AM outlets were granted last week by the FCC.

Two pairs of grants were made, one pair to same applicant, the other to same town. Intermountain Broadcasting Co. won locals for Alamogordo and Albuquerque, N. M. Grantee previously acquired permit for Artesia, N. M. Other pair of locals went to Roswell, N. M., which already is served by KGFL.

The grants, their locations, facilities and owners follow in order as announced by FCC:

Oneonta, N. Y.—John Nazak and Jeanne May Levke, a partnership; 1110 kc, 250 w, daytime only, engineering conditions. Mr. Nazak former chief engineer WMFF Plattsburg, N. Y. Miss Levke ex-WAC.

Huron, S. D.—James Valley Broadcast Co.; 1340 kc, 250 w, unlimited. G. W. Chitty, president, 50 shares, former station manager, salesman etc., business college manager; Max Staley, vice president, 50 shares, former chief engineer of KELO and KSOO Sioux Falls, S. D.; Claire Artus, 1 share, former operator KELO and KSOO, will be chief engineer and program director.

Alamogordo, N. M.—Intermountain Broadcasting Co.; 1230 kc, 250 w, unlimited, engineering conditions. J. C. Morrison, president; Ray E. Sinclair, vice president; John E. Hall, secretary; P. O. Rutledge, treasurer. Intermountain previously granted outlet for Artesia, N. M., on 1450 kc, 250 w.

Albuquerque, N. M.—Intermountain Broadcasting Co., 1490 kc, 250 w, unlimited. Same as preceding.

Clanton, Ala.—Southeastern Broadcasting Co., a partnership, 760 kc, 500 w daytime, engineering conditions. Hugh J. Webb, 10%, manager of WFEB Sylacauga, Ala.; J. K. Robinson, 45%, optometrist; J. S. Robinson, 45%, with L&N Railroad.

Roswell, N. M.—New Mexico Broadcasting Co., 1340 kc, 250 w, unlimited, engineering conditions. A. R. Hebenstreit, 746 shares, road construction business; S. P. Vidal, 250 shares, U. S. Treasury Dept. and Gamerco Coal Co. Grantee also interested in Gallup and Clovis, N. M., applications.

Roswell, N. M.—McEvoy Broadcasting Co., 1230 kc, 250 w, unlimited, engineering conditions. Paul McEvoy, president, 25%, partner with brother in publishing Roswell Morning Dispatch; William W. Merritt, vice president, 25%, owns ladies' ready-to-wear store; John A. McBoyle, vice president, 25%, announcer, news editor and salesman at KGFL Roswell; Maurice F. McEvoy secretary-treasurer, brother of Paul, partner in newspaper.

Morristown, Tenn.—Cherokee Broadcasting Co., 1450 kc, 250 w, unlimited. H. S. Walters, president, one-third interest, president and partner Walters & Prater Inc., construction and contracting firm; W. E. Hodges, vice president, one-third interest, partner Burke & Hodges Lumber Co.; W. J. Barron, secretary, one-third interest.

Middlesboro, Ky.—The Middlesboro Broadcasting Co., 560 kc, 500 w, daytime only, engineering conditions. K. N. Harris, president, 38.89%, president of Harris Oil Co., Shell distributor; Al Brener, treasurer, 38.89%, also general manager, has interests in Kentucky Brewers Assn. and Fisher-Kreamer Trade Assn.; Fred L. Seale, secretary, 20.55%, owns Cumberland Mountain Hotel; J. E. Peak, 1.67%, assistant manager WPAD Paducah.

St. Paul, Minn.—Middle West Broadcasting Co., 700 kc, 1 kw, daytime only. John W. Boler, president, 10%, is president and 91% owner KSJB Jamestown, N. D., owns 29% KVOX Moorehead, Minn., owns 75% of defunct North Central Broadcasting System; John Ruan, vice president, 18¾%, owns Ruan Transportation Co., Des Moines, and 30% KFJB Marshalltown, Ia.; Howard S. Johnson, secretary, 15%, vice president of KVOX; Joseph F. Rosenfield, treasurer, 18¾%, lawyer, owns 30% KFJB; Kenneth A. Durham, director, 18¾%, owns 30% and is president KFJB; Arthur Sanford, 18¾%, is president Arthur Sanford Co., property management firm. Messers Ruan, Rosenfield and Durham plan to sell KFJB interests. All but Messers Johnson and Sanford are interested in Independent Broadcasting Co., Des Moines applicant.

Braddock, Pa.—Matta Broadcasting Co., 1550 kc, 1 kw, daytime, engineering conditions. William G. Matta, president, 27%, auto business, is son of George Matta (vice president 27%) also in auto business, and husband of E. R. Matta, secretary-treasurer, 27%.

"—and to think I didn't believe that lady on WFDF Flint."

Contractors' Group Asks Capital Outlet

DeQUINCY V. SUTTON, Washington radio consultant, is vice president, general manager, and 25% owner of Rock Creek Broadcasting Corp. which applied to FCC last week for a new Washington daytime station on 840 kc with 10 kw. The company also plans to apply for the ninth and only remaining Washington FM channel, which is withheld from assignment until July 1, 1947, under the channel reservation plan.

Controlling interest is held by three active partners in Stone Heating & Ventilating Co. (contractors and suppliers) of Washington; Leverett C. Stone, who owns 46.6% and is president of the new radio firm; Helen C. Stone, wife of Leverett, 11.8%, and Edmund F. O'Connell, secretary-treasurer, 16.6%. Lloyd Fletcher, Washington attorney, is a director.

The Rock Creek group's application requests the same frequency (840 kc) sought by Lamar A. Newcomb Jr., Washington consulting engineer formerly with the field service of FCC and its predecessor Federal Radio Commission, for a new 250 w daytime station at Falls Church, Va., near Washington.

Postwar Sales Up

DOMESTIC and export sales of radio equipment for the fiscal year ended Aug. 31 exceeded those of any prewar period of The Hallicrafters Co., Chicago, the company's annual report to stockholders last week showed. Combined and government surplus sales totaled $15,218,291, the report stated. Net income for the first postwar year was $494,629.39, as compared with $571,777.79 in 1945. Net earnings for 1946 represent a net income of 6.14% on net sales or 73 cents per share.

Radio Panel

WASHINGTON radio experts Dec. 14 will participate in panel discussion of radio at meeting of the American Association of University Women. Conducted by Art Casey of WOL, each speaker will make three minute address followed by questions from audience. Participants include: Helen Mobberley, WWDC; Bryson Rash, WMAL; Richard McNamara, WINX; Hazel Kenyon Markel, WTOP; Gene Juster, WRC, and Frank Fletcher, WARL.

KPRL, new 250 w Paso Robles, Calif., station operating on 1230 kc, has joined Don Lee Broadcasting System as an affiliate, increasing station list of regional network to 41. Leslie Henry Hacker is station owner.

Miss Annette Kennelly
Arthur Meyerhoff, Inc.
Chicago, Ill.

Dear Kay:

Just glancing over a news item that came in over the wires today. It starts out . . . "SALES TAX RECEIPTS HIT ALL-TIME HIGH. . . . Reflecting strong buying power and heavy consumer demand, West Virginia consumers' sales tax collections hit an all-time high in September and brought the nine months' total to more than $31,000,000 above record breaking 1945. . . ." And who was it that said, thar's gold in them thar hills?

Yrs.
Algy

WCHS
Charleston, W. Va.

CLEVELAND'S *Chief* STATION

MAKES SALES MAGIC

Cleveland's Chief Station cooks up program magic that builds sales in the great Cleveland market.

Better local programming and top-rated national shows form the recipe that backs your advertising message with the power of more daytime dialers per dollar than any other regional station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

INDUSTRY LEADERS CALL THIS A—

"Model"

RADIO STATION

LARGER AUDIENCE THAN ALL OTHERS HEARD IN THIS REGION.

CONLAN REPORTS:

MORNING 59.0%
AFTERNOON 59.6%
NIGHT 50.3%

IN A RICH MARKET:

RETAIL SALES
$115,125,000
BUYING INCOME
$181,865,000

WBOC
RADIO PARK-SALISBURY, MD.

FAB Seeks to Break CAA Bottleneck

Group Adopts Resolution Seeking to Speed Approvals

(See other FAB story, page 17)

LAUNCHING what may become a nationwide campaign, the Florida Assn. of Broadcasters, at its semi-annual meeting Dec. 1 at Miami Beach, unanimously adopted a resolution urging the FCC to break the bottleneck on approval of station transmitter sites growing out of "inordinate delays" in clearance by the Civil Aeronautics Administration.

Col. Katzentine

A strongly worded resolution offered by Col. A. Frank Katzentine, Miami Beach attorney and owner of WKAT, called upon the NAB board of directors to "urge the FCC" to give "prompt relief" to the nation's broadcasters and prospective owners in order that "a more abundant public service" may be rendered.

The FAB, which has originated numerous projects of national significance radiowise, approved the resolution after Col. Katzentine had cited difficulties encountered in getting CAA site approval for both AM and FM transmitters. Col. Katzentine recently returned to active direction of WKAT after four years of Army service.

In addition to difficulties encountered on the Federal level, stemming from CAA's control over purported hazards to air navigation, the former Miami Beach mayor cited the interplay of State, county and municipal governments, through zoning boards, port authorities and public and private airport authorities in passing upon transmitter locations. He told of his own experience in seeking an FM location, which resulted in preliminary approval of several sites, only to have them vetoed on grounds that future aviation or airport developments might be impeded. Other FAB members cited somewhat similar experiences.

Miller to See Denny

NAB President Justin Miller, principal speaker at the FAB convention, not only commended the organization for its action but said he informally would discuss the resolution with FCC Chairman Charles R. Denny Jr. The resolution will be presented to the NAB board at its meeting in San Francisco Jan. 5-7. Fred W. Borton, WQAM Miami, NAB 5th District director, asserted he would press for prompt board action in view of its urgency.

At a fast-moving morning session Dec. 1, the FAB, with President Jim LeGate, WIOD general manager, in the chair, cleared up an agenda of a half-dozen topics. Present were about 60 broadcasters representing practically all of the State's two-score stations.

A determined stand against the 2% cash discount for advertising agencies, now the goal of a nation-wide campaign by the American Assn. of Advertising Agencies, was taken after Bill McBride, commercial manager of WDBO Orlando, had pointed out that the NAB Sales Managers Executive Committee had discouraged its acceptance and several delegates had voiced objections. Few stations now are allowing it, Mr. McBride contended. He brought out that Carlos Franco, Young and Rubicam radio manager, had argued in a recent letter to broadcasters that 80% of the nation's newspapers allow the cash discount but

RESOLUTION FOR RELIEF ON SITES

Resolution offered by A. Frank Katzentine, WKAT Miami Beach, Fla., unanimously adopted by the Florida Association of Broadcasters in convention assembled, at Miami Beach on Dec. 1, 1946.

WHEREAS, the Florida Association of Broadcasters, in convention assembled at Miami Beach this first day of December, 1946, took cognizance of the increasingly difficult situation being encountered by the nation's radio stations in finding suitable locations upon which to situate radio broadcasting stations;

AND WHEREAS: Development of such new broadcasting services in the public interest as FM, television and other mass communication media, are dependent upon suitable sites located in areas in juxtaposition to the centers of population to be served;

AND WHEREAS: The Communications Act of 1934 places upon the Federal Communications Commission the duty of providing for the larger and more effective use of radio in the public interest, convenience and necessity;

AND WHEREAS: The development of the aviation industry has resulted in inordinate delays in obtaining final approval of transmitter sites, thus depriving radio listeners in many areas of improved broadcasting service;

AND WHEREAS: Further onerous delays have been imposed upon orderly development of broadcast service through interposition of political subdivisions of state, county and municipal governments of the various states, such as zoning boards, port authorities and private and public airport authorities;

AND WHEREAS: The Federal Communications Commission, by reason of these and other existent conditions, is subjected to delay in carrying out the Congressional mandate prescribed in the Communications Act of 1934 looking toward the optimum use of radio facilities;

AND WHEREAS: Broadcasters, individually, cannot effectively negotiate, on the Federal or State level for clearance of such sites, because of the broad limitations now imposed;

AND WHEREAS: The problems posed by the factors enumerated above are of immediate and direct concern to the American public, the FCC and the present and prospective broadcasters of the nation;

THEREFORE, BE IT RESOLVED: That the Board of Directors of the National Association of Broadcasters urge the Federal Communications Commission to take whatever steps it deems advisable, the premises considered, to give prompt relief, to the end that the American public, the Federal Communications Commission, and American broadcasting be aided toward a more abundant public service.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANGURG-GREEVILLE Market

Worthy of an Engineer's Careful Consideration

Your Station
+ PROGAR*
= Improved Listening

* Reg. U. S. Patent Office

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

that it had been ascertained that this 80% does not represent as much as 50% of the newspaper industry's national volume.

David E. Smiley, publisher of the *Tampa Times*, which owns WDAE, and former head of the North American Newspaper Alliance, asserted there is "an increasing movement among newspapers to discontinue the discount." Predicting that this movement would grow, he said that he personally is "very much opposed to the discount."

Resolution offered by Stephen P. Willis, WJNO West Palm Beach, endorsing NAB committee's action inveighing against the 2% discount and citing the further grounds that the discount is not based upon recognition of the agency or its ability to make payment, was unanimously adopted.

The FAB authorized appointment of a legislative representative in the state capital at Tallahassee to work with its Legislative Committee in obtaining appropriate recognition of radio in the state and in ferreting out measures which might adversely affect institutions.

President LeGate named a committee comprising Col. Katzentine, Col. Ben Phipps, owner of WTAL Tallahassee, and Douglas Silver, president of WIRA Ft. Pierce, to select the representative.

President LeGate explained the association would continue to rotate seven of its members at Tallahassee for the duration of the legislative session, each to spend a week on the scene. The broadcaster would counsel with the legislative representative and with members of the legislation.

Col. George C. Johnston, president of WDBO and dean of Florida's active station owners, admonished the FAB that "great wisdom" is required in selecting the Tallahassee representative. He pointed out that there will inevitably arise efforts by state legislators to tap new sources of revenue and that radio, because of extravagant stories about its wealth, is certain to become a target.

"Give them a little time and they'll get to it—that's their racket," he asserted.

Vote Down Rotation

A proposal that the NAB district directorship be rotated among the three states comprising the district (Florida, Alabama, and Georgia) was voted down, largely on the ground that it was not the democratic way. John Prosser, manager of WKAT, initially opposed it. Glenn Marshall Jr., general manager of WFOY St. Augustine, after observing that the district should not be deprived of the continuity of able representation on the board, such as that given by Mr. Borton, made a motion that the rotating plan be voted down. His motion carried.

Previously, Director Borton had endorsed rotation, and suggested that the other states in the district nominate individually, with the district as a whole to vote its choice.

President Miller praised not only Mr. Borton's board stewardship, but also Mr. LeGate's direction of FAB.

Among other actions, FAB resolved to continue in force its present by-laws governing nomination and election of officers, to inquire into the feasibility of continuing monthly 15-minute transcribed reports to the state by Florida's Governor; and to study the matter of dues for daytime stations along with a proposed new classification for associate members. S. O. Ward, owner of WLAK Lakeland, was named chairman of the latter committee.

Attending the Sunday, Dec. 1 business sessions:

John Browning, WSPB Sarasota; Douglas Silver, WIRA Fort Pierce; Thomas Watson Jr., WIRA; Jack Hopkins, WJAX Jacksonville; Harry Cummings, WJAX; Glenn Marshall, WMBR Jacksonville; Spencer Mitchell, WDAE Tampa; David Smiley, WDAE; Col. George Johnson, WDBO Orlando; Jim Yarborough, WDBO; William McBride, WDBO; Harold Danforth, WDBO; Charles Baskerville, WFLA Tampa; Truman Green, WFLA; Ted Chapeau, WJHP Jacksonville; Alfred Temple, WDSR Lake City; S. O. Ward, WLAK Lakeland; W. Wright Esch, WMFJ Daytona Beach; Mrs. W. Wright Esch, WMFJ; Reggie Martin, WFTL Fort Lauderdale; Jim McCulla, WFTL; Ron Woodyard, WINK Fort Myers; Col. Phipps, WTAL Tallahassee; Mrs. Phipps, WTAL; Frank Katzentine, WKAT Miami Beach; John Prosser, WKAT; C. A. Wampler, WKAT; Robert Beutel, WKAT; Stanton P. Kettler, WGBS Miami; M. N. Babcock, WGBS; Fred Borton, WQAM Miami; Fred Mizer, WQAM; Laura Eggleston, WQAM; Jean Johnson, WQAM; Frances Kreitzer, WQAM; James M. LeGate, WIOD Miami; Phyllis Sloat, WIOD; Tom Q. Smith, WIOD; Warren Sinot, WIOD; Bob Fidlar, WIOD; Ruth Richardson, WIOD; Joe Hyatt, WIOD; Earl Bain, WIOD; C. T. Bowes, WIOD; Martha Henriquez, WIOD; Milton Scott, WIOD; Steve Willis, WJNO West Palm Beach; Marshall Hemminway, WJNO; Charles E. Davis, WWPG Palm Beach; Jonas Wieland, WINZ Hollywood.

Miller

(*Continued from page 17*)

20 years, there has been no predicting what's coming out of the bag next."

Judge Miller in his extemporaneous remarks, said that since the FCC has "so grossly abused" its powers under the existing law, solution of the problem lies in legislation "strictly limiting the power of the FCC to the area of technical and other regulation and making it perfectly plain that each licensed broadcaster has the same privilege to editorialize as do the newspaper editors throughout the country."

He alluded to the so-called Mayflower case of five years ago used by the Commission as a means of banning editorializing on the air by station ownership or management. He said he was happy to see that since he had begun his crusade several months ago against this ruling, "some stations have been editorializing again."

"The age-long history of public discussion proves to us that we need not more, but less government control," Judge Miller said. "Our object should be to eliminate restrictions, rather than to increase them."

Judge Miller cited the "better working relations" of the NAB with the FCC, pointing out he was now holding monthly luncheon sessions with Chairman Charles R. Denny Jr. "We can agree that we can disagree, and work things out," he asserted.

In elaborating on his projected legislative program, Judge Miller said that the amendments to the Act should expressly provide that the FCC shall have no supervision over program content or structure and should expressly repudiate the so-called "scarcity theory" as a limitation upon freedom of speech. Declaring there is no question of scarcity, he said that if it exists, "the FCC has created it." FM broadcasting, he pointed out, provides almost limitless opportunities for expansion in the ultra high frequencies.

Criticizes Present Policy

In urging automatic license renewals, except upon protest by the Commission, Judge Miller criticized the present policy of "temporary renewals" which he said was in the nature of "receivership" sanctions against stations. Revocation or renewal proceedings should be triable in the appropriate Federal Court, with the FCC itself made a party complainant so that it could take a "laboring oar."

Urging also that the scope of judicial review of Commission decisions be enlarged, Judge Miller said that the present practice of the Commission is to write into favorable decisions statements of policy which are directive to the broadcasting industry concerning methods of programming. Since the decisions are not unfavorable to any one particular broadcaster, he said, it is impossible to obtain judicial review. He proposed further that the law provide for appeal by any citizen where freedom of speech is abridged.

Reiterating previous observations pertaining to regulation, Judge Miller opposed legislative proposals that any Federal agency be given the power to control broadcasts of radio commentators; praised some newspapers for taking up the cudgels in defense of freedom of radio; warned against imposition by states of franchise taxes upon radio; cited moves against radio involving juvenile delinquency; touched upon the radio music problem developing within pending renewal of contracts with ASCAP; and enumerated possible anti-trust pitfalls in self regulation of radio and in developing the Broadcast Measurement Bureau. Of fundamental importance to radio's future, moreover, he said, are problems in the international area, having to do with allocations of frequencies and which will become the subject of next year's international telecommunications conference.

BOSTON'S EXCLUSIVE ABC OUTLET NOW 5000 WATTS

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

WCOP

1150 on your dial

It's always sales-time over WFBL

"MUSICAL CLOCK PROGRAM"

For 10 years WFBL's "Musical Clock" has been Central New York's best selling radio show.

From 7 to 9 every morning the "Musical Clock" entertains Central New York with an eight-piece orchestra . . . talented vocalists . . . news and weather reports. This is the kind of entertainment that makes sales.

For rates and case histories, write or wire any Free & Peters Office, or

WFBL

Syracuse, N. Y.

Covering
Ohio's
3rd Market
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
Representatives

audiodisc
Fine transcriptions
are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.

KXOK
630 KC.
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

Pearson-Allen Ask 'Blue Book' Issues

Seek FCC Declaratory Ruling In WBAL Facilities Hearing

FCC was asked point-blank last week to go on record as to whether participants in the hearing on WBAL Baltimore's renewal and the Drew Pearson-Robert S. Allen application for WBAL's facilities will be allowed to inject Blue Book issues which the FCC left out.

Requesting a declaratory ruling, counsel for Messrs. Pearson and Allen proposed to implement FCC's issues with a virtually verbatim copy of the detailed program questions adopted by the Commission in other "Blue Book cases."

In their petition they referred to FCC's "uniform practice of considering the past performance of radio stations when passing upon their applications for change of facilities or renewal of license," and said they considered the general issues adopted by the Commission to be "broad enough" to include information not only on past programming but on "all phases of the station's past operations."

Issues adopted by FCC for the hearing [BROADCASTING, Nov. 25], were the standard hearing questions, containing only a passing reference to "type and character of program service to be rendered . . ."

Supplementary Points

The supplementary points proposed by Messrs. Pearson and Allen are almost identical with those adopted early in November for WTOL Toledo and KMAC and KONO San Antonio [BROADCASTING, Nov. 11], which with WBAL and two other stations are awaiting renewal proceedings called on program grounds. They include:

Comparison of program promises and performance; commercial versus sustaining time; number of commercial spot announcements; time devoted to discussions of controversial issues and to local live-talent programs; nature of programs substituted for network sustaining shows; a breakdown of sustaining, commercial, and live-talent programs at night; data on broadcast income and amounts spent on programs; and future policy regarding these matters.

The petition, filed Wednesday by the Washington law firm of Cohn & Marks, asked FCC to issue a declaratory ruling on whether the formal issues do or do not embrace, "among other things," the specific points taken from issues in WTOL KONO KMAC cases.

"A definite statement on this question will (1) remove any question that might be raised at the time of the hearing; (2) will afford all parties ample opportunity to prepare testimony directed to this phase of the case, and (3) will assist the hearing officer in the admission of evidence," the petition asserted.

The hearing is slated Jan. 13. WBAL, one of the stations cited by the Commission in its Blue Book for purported over-commercialization, has been awaiting renewal hearing since last February. Messrs. Pearson and Allen, newsmen and former co-authors of the daily Washington Merry-Go-Round which Mr. Pearson has conducted alone since Col. Allen entered the Army, filed their application for the 50 kw, 1090 kc facilities of WBAL last September [BROADCASTING, Sept. 23].

FM Assn. National Organization Meeting Set Jan. 10 at Statler in Washington

FIRST NATIONWIDE organizational meeting of the newly-formed FM Assn. will be held in Washington Jan. 10 at the Statler Hotel, Roy Hofheinz, chairman of the FMA Steering Committee and owner of KTHT and KOPY (FM) Houston, announced last week.

Invitations to attend the meeting, called for 10 a. m., will be mailed this week to 2,500 FM enthusiasts, Mr. Hofheinz said. With the letters of invitation will go application blanks for membership.

"It is our view that the most important problem facing the industry now is to publicize and promote FM throughout the nation," the letter will say. "The FCC shares this opinion and in a recent letter to us Chairman Charles R. Denny said, 'An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting' " [BROADCASTING, Dec. 2].

Tentative Agenda

Tentative agenda, prepared by Leonard H. Marks, counsel and treasurer; Everett L. Dillard, C. M. Jansky Jr., and Wayne Coy, members of the Steering Committee, includes the appointment of regional directors among the membership; election of officers; adoption of constitution and by-laws; adoption of a plan for promoting FM broadcasting.

The Jan. 10 meeting also probably will select an executive director, who will function on a paid basis with offices probably in Washington. Mr. Marks said several applications have been filed for the post. A committee probably will be named by Chairman Hofheinz, he said, to make recommendations for the paid executive.

Manufacturers will be invited to display late model FM sets in their own hotel rooms. The Jan. 10 meeting is in no sense a "convention" but a "business meeting."

Plans call for a luncheon at the Statler at noon, with business sessions in the morning and afternoon. The Steering Committee has tentatively agreed on $100 yearly membership fee for broadcasters. Invitations will be sent to broadcasters, manufacturers, transcription services, news wire services, FM applicants, holders of construction permits, and others interested in FM.

U. S. Court Holds NCBS Is Bankrupt

Boler Fights Losing Battle To Keep Regional Going

NORTH CENTRAL Broadcasting System was adjudged bankrupt in St. Paul last Monday by U. S. District Judge Richard Gardner, who upheld a plea presented Oct. 12 by major creditors. They had listed accounts receivable from NCBS at $160,000.

It was the second network to be declared bankrupt in 1946, Associated Broadcasting System having folded Feb. 12.

John W. Boler, chairman of the board of NCBS, has closed offices in New York and Chicago but will continue to operate his St. Paul office because of his financial interests in KSJB Jamestown and KVOX Moorehead, Minn.

Mr. Boler heads a group which last week was granted CP for a 1 kw daytime station in St. Paul on the clear channel of WLW Cincinnati.

North Central has been functioning as a sales organization since Aug. 19 in the hands of temporary trustees through which Mutual has paid for stations in the group for network programs sent by NCBS leased wire. The trustees, A. A. Fahy, KABR Aberdeen, S. D., W. S. Russell, KGCU Mandan, N. D., and Ed Breen, KVFD Fort Dodge, Iowa, were appointed on mutual agreement between Mr. Boler and the creditors.

Although Mr. Boler personally guaranteed to pay off NCBS indebtedness "100 percent on the dollar," if permitted to retain control, the trustees brought suit against both the network and its chairman.

Judge Gardner set Dec. 17 as the date for final dissolution of the company's assets which do not include KSJB and KVOX since North Central is incorporated in the State of Minnesota.

WMOH
HAMILTON, OHIO
—MBS—
A "SELLING STATION" IN A GROWING CITY—KNOWN IN THE WORLD'S MARKETS
Sells Products or Prestige
WRITE FOR CHOICE AVAILABILITIES
SPOT OR PROGRAM

Revised FCC Questionnaires Issued

Objections May Be Filed Until Dec. 20; Will Delay Mailing

REVISED to eliminate principal industry objections to the first version, a new proposal for the form of FCC questionnaires on station and network employes and their compensation was released by the Commission last week.

FCC authorities said the new forms—Schedule 13 of Form 324—could not be distributed this month since interested parties have until Dec. 20 to file objections to the new proposal and the Commission may then, if it sees fit, call for oral argument. Heretofore the forms have been sent out in October. The week to be covered in the report will be one subsequent to the date the forms are distributed.

Proposal Outgrowth

The new proposal is an outgrowth of a revision suggested last September and discussed at an informal conference of FCC, industry, and union representatives on Sept. 20 [BROADCASTING, Sept. 23].

It differs from the September proposal primarily in its omission of questions relating to distribution of employes according to wage brackets. Industry authorities, led by NAB, had objected strenuously to inclusion of such questions, while union spokesmen supported the entire September plan.

The revised form's chief differences from the Schedule 13 which has been used for the last eight years, FCC officials said, are that it calls for segregation of overtime from straight-time earnings, and reorganizes the various occupational classifications.

A separate schedule—13-B—is provided for reporting the number, hours, and earnings of non-supervisory program employes. One section of 13-B is for staff program employes and the other is for non-staff program employes.

Schedule 13-A requests separate listings of the number of full-time and part-time employes according to job classification (other than non-supervisory program employes, covered in Schedule 13-B), the number of weekly hours and amount of weekly compensation for each group, the total of unscheduled overtime hours worked during the week, and total compensation of unscheduled overtime hours

Classification

Employes are classified in Schedule 13-A as follows:

I. General officers and assistants.
II. Clerical employes: (a) supervisors; (b) others.
III. Program employes: (a) supervisors; (b) non-supervisory, to be reported in Schedule 13-B.
IV. Technical employes: (a) chief engineers and supervisors of engineers; (b) studio engineers or technicians, segregated according to those holding first-class radiotelephone licenses and "others"; (c) transmitter engineers or technicians, also segregated according to those holding first-class licenses and "others"; (d) research and development employes; (e) other technical employes.
V. Commercial employes: (a) supervisors; (b) non-supervisory, segregating outside salesmen, promotion and publicity, and "others."
VI. Building service employes.
VII. All other employes.
VIII. Total (excluding non-supervisory program employes).

In Schedule 13-B, the non-supervisory staff program group is broken down as follows: Announcers; singers; sound effects men; production men; musicians; writers; news personnel, and "others." Non-supervisory non-staff program employes are classified as: Announcers; singers; actors; musicians; writers; news personnel, and "others."

Revision of the old Schedule 13 was designed to elicit more meaningful and more complete employe and compensation data to be used, in compiled form by FCC and other agencies such as the Department of Labor's Bureau of Labor Statistics, according to FCC. Dallas W. Smythe, assistant chief accountant in charge of the economics branch, directed preparation of the proposal. Whether oral argument will be held will depend upon the reaction of industry and "other interested persons," the Commission indicated. Objections must be submitted to FCC in writing by Dec. 20.

WEOA Sale for $200,000, KVIC for $192,000 Okayed

ANOTHER of the few remaining duopoly cases was cleared last week as FCC approved sale of WEOA Evansville, Ind., from Evansville on the Air Inc. to WFBM Inc. for $200,000. Evansville on the Air also is licensee of WGBF and WMLL (FM) Evansville and has filed for purchase of WTMV East St. Louis, Ill. [BROADCASTING, Nov. 18]. WFBM Inc., owned by Harry M. Bitner and associates, is licensee of WFBM Indianapolis.

WEOA, which operates on 1400 kc with 250 w, is a CBS affiliate as is WFBM. Mr. Bitner, former Hearst publisher, owns WFEA Manchester, N. H., and 30% of WFBM. Members of his family own most of the remaining interest in the Indianapolis outlet. Evansville on the Air, owned by Curtis Radiocasting which also controls WBOW Terre Haute, Ind., is to pay $320,000 for WTMV, which transfer application now is following Avco procedure.

KVIC Sale Approved

At the same time the Commission also approved $192,000-purchase of KVIC Victoria, Tex., by John G. Long from Morris Roberts. Mr. Long is theatre owner and a partner in Bay City (Tex.) Broadcasting Co., which holds AM grant there. His application for purchase of KSAM Huntsville, Tex., for $42,500, was approved last October.

KPRC Houston, Tex., was granted voluntary assignment of license from Houston Printing Corp. to The Houston Post Co., wholly-owned subsidiary. No money is involved. Included in switch is conditional grant for a Class B FM station.

In Puerto Rico, WIAC San Juan was granted by FCC involuntary transfer of control of its licensee corporation, WIAC Inc., from Mrs Enrique Abarca Sanfeliz, executrix of the estate of her husband, to Mrs. Abarca Sanfeliz as an individual. No money is involved.

KGFJ Plea Denied

FCC announced last week it had refused to accept a KGFJ Los Angeles application to change from 1230 to 1190 kc and increase power from 100 w to 1 kw. Commission authorities explained that the application was incomplete, lacking engineering data. KGFJ, winner of its fight to have FCC set aside its action designating the station's renewal application for hearing on program grounds [BROADCASTING, Dec. 2], had asked that its application be accepted for filing and designated for hearing with 1190 kc applications of Santa Monica Broadcasting Co., Santa Monica; Robert Burdette, San Fernando, and Huntington Park Broadcasting, Huntington Park, all seeking new 1-kw daytime stations.

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST,

is looking for open-end, 15 or 30 minute programs that have been transcribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcribed programs that may have been used regionally, but could be used for local sponsorship.

Write
Box 325, BROADCASTING

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580 Fifth Ave., New York 19, N.Y.

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The SCHOOL of RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
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CHICAGO 4, ILL.: 228 S. Wabash Avenue

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Two engineers with first class tickets for 250 watt midwest station. Salary $1.10 hour forty hour week. Write Box 298, BROADCASTING.

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Announcer, competent record jockey and general announcing. New England regional station. Replies confidential. Box 316 BROADCASTING.

Midwest station needs experienced announcer with knowledge of board. $50.00 per week. Metropolitan. Box 333, BROADCASTING.

Wanted—Engineer with first class license, $45.00 for 40 hours. North Carolina station. Box 334, BROADCASTING.

Chief engineer wanted new station Arlington, Virginia. Box 335, BROADCASTING.

Wanted—Man for continuity directorship in active, large market independent. Must know his business and be able to handle several writers; also write a daily special feature show. Salary approximately $4,000. Send picture and complete data first letter. Box 337, BROADCASTING.

Announcer who can punch commercials and ad lib for Washington, D. C. area daytime station. Send photo, disc, and letter with all particulars to Box 345, BROADCASTING.

New operators—1st class—desiring experience with new Pecos Valley network. Write Robert Shackelford, Mgr. KIUN, Pecos, Texas.

TIME SALESMAN WANTED

This is a once-in-a-lifetime opportunity with Chicago's most aggressive independent station, now expanding. If you have a record of proven success as a salesman—preferably with an independent radio station or a newspaper—here is your chance to make more money in a permanent position with a real future. Give full qualifications, experience and required salary.

Box 330, BROADCASTING

WRITER-PRODUCER

50,000 watt network station in middle Atlantic state requires experienced writer-producer with ideas, man or woman who can create salable programs and who has the energy to follow thru. Write listing background, experience and salary desired. Box 348, BROADCASTING.

need a

PROGRAM DIRECTOR?

BOX 336, BROADCASTING

COPPER CO-AXIAL CABLE

500 ft. Andrews 15/8 inch O.D. with 3/8 in. beaded inner conductor.

Elbows to match. 60c foot F.O.B. Our warehouse. Wire, write or phone.

RADIO EQUIPMENT CO. LEXINGTON, KY.

Help Wanted (Cont'd)

Established 250 watt Mutual station wants manager capable of continuing station as outstanding factor in the territory it serves. Pleasant southwestern city of 10,000 highest type inhabitants. Salary and bonus arrangement which with present volume of business will pay $7,000 to $8,000 per year. Please forward full details together with references and photograph. Box 344, BROADCASTING.

New station needs announcer-operator with sportscasting ability, some continuity required. Send audition discs, references, experience, education. KSVP, Artesia, New Mexico.

Combination men for new station opening, Tucson, Arizona. State qualifications in letter. Old Pueblo Broadcasting Co., 77 North Court.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Engineer wanted 5000 watt AM, 250 watt FM operation. Give complete details and salary expected in first letter. Chief Engineer, WTOC, Savannah, Georgia.

Operator: Must have studio and transmitter experience, first class license. Send full details, WOAI, San Antonio, Texas.

Engineer-announcer: Mutual affiliate, with thirteen years experience, now has application for 1 kw and wants a combination man with accent on announcing. Salary is good and personnel are congenial. Here is a good place to work and live. Send complete details in first letter. Station WLAY, Muscle Shoals, Alabama.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Two operator-announcers. Receptionist. New model station needs top men and secretary. Have wonderful staff, ideal hunting, fishing. Housing guaranteed. Please airmail photo and disc. Immediate answer. KPRK Livingston, Montana.

Wanted—First class licensed operators with announcing experience. Contact Manager, KXLK, Great Falls, Mont.

Openings — immediately: Salesmen, scriptwriters; sportscasters, managers (local experience). RRR. Personnel Service, Box 413, Philadelphia.

We are enlarging our announcing staff in preparation for moving into a new studio building. If you have experience, like to work with a congenial staff, and like to look out your window and see sunshine practically every day in the year, wire or write at once giving experience and salary expected. KTSM, NBC affiliate, El Paso, Texas.

Wanted: First class licensed engineer. WDLP Panama City, Florida.

Three experienced versatile announcers. Excellent opportunity in station going on the air in mid-December. Write full background to John Melville, WGAT, Utica, New York.

First class licensed engineer. Need not be experienced. A station where the engineer does nothing but engineering, under the highest possible standards. Write R. T. Mason, WMRN, Marion, Ohio.

Altoona Broadcasting Co., WJSW Altoona, Pa. is accepting applications by mail only for complete staff. Write to W. Metzger, WMRF, Lewistown, Pa.

Salesman—Midwest regional outlet. Send picture, full details, salary requirements first letter. Box 354, BROADCASTING.

Combination announcer-engineer, first class ticket, good voice for Alaska station. Transportation from Seattle and return paid on year contract. Good salary and working conditions. Edwin A. Kraft, 708 American Building, Seattle, Washington.

Wanted—Operator with 1st class license. Prefer single man. Starting rate $1.00 per hour; 40 hours guaranteed. Box 361, BROADCASTING.

Help Wanted (Cont'd)

If you are a top flight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Situations Wanted

Disc jockey. Top seasoned announcer. Record shows of all types specialty. Pictures, audition record, top references on request. 3 yrs. experience leading name bands. Will travel. Looking for association with progressive independent community station. Box 277, BROADCASTING.

General manager—Excellent record, top references, seeking permanent small station location in east or south. Young, married, employed at present. Box 285, BROADCASTING.

Announcer—Young man, 23 years old desires announcing position at progressive station. College graduate; one years experience Washington metropolitan area. Box 291, BROADCASTING.

First class broadcast engineer, thoroughly experienced and with references, desires position. Write Box 322, BROADCASTING.

Engineer: Sixteen years experience AM/FM, construction, maintenance, operation. Desire chief engineer position. First telephone & telegraph licenses. Available immediately. All inquiries answered. Box 329, BROADCASTING.

Top announcer-newscaster. Four years staff, free-lance announcing, programming, production. College graduate. Expert controls. Progressive station more important than large starting salary. Box 338, BROADCASTING.

Chief engineer small station, ticket six years, desires change. Wants permanent connection. All inquiries answered with full information. Box 339, BROADCASTING.

Woman—Experienced in all phases of station operation, including mike work, promotion, special events director, service, account executive, writing, wants a job. Let me show you what I can do. Box 340, BROADCASTING.

Looking for place to live. Program director with family wants position with station that can secure apartment or house. 10 years experience—wants permanent location. Valuable to new station in securing experienced staff, training "local talent," organizing, programming, traffic. Would make trip to apply in person at own expense. Box 341, BROADCASTING.

Continuity writer. Male veteran. Business builder, sales compelling commercials, program creator, jingles, comedy. Take charge of department or bolster present staff. Best references, presently employed. Box 342, BROADCASTING.

Radio executive with some advertising agency training and progressively varied radio station experience as executive in cities, small to very large, believes this experience can be put to more satisfactory use for himself and employer than is now the case. Interested in following positions: manager, assistant manager or commercial manager of radio station (specially qualified to direct activities of station just starting); time buyer, account man, radio director or combination thereof, in medium-to-small-sized advertising agency, executive in advertising or public relations department of radio-minded company. Eastern United States or southern California preferred. Box 349, BROADCASTING.

Newscaster—announcer — script writer, experienced, looking for opening anywhere in New England. Box 350, BROADCASTING.

Engineer with first class telephone and second class telegraph license desires a change. Have three years of small station experience. Age 25, single, no drinking, dependable and good references. Have degree in E.E. Box 351, BROADCASTING.

Situations Wanted (Cont'd)

Progressive independents — affiliates. High-type announcer available, 6½ years experience. News a specialty. Well-known voice in city million population. Commentaries, sports, classical, popular music with equal change of pace. Knows languages, board. Dependable. Versatile. Ran the gamut as news editor to all-nite man. No floater. Box 352, BROADCASTING.

Experienced, versatile announcer, formerly with CBS affiliate. Single. Available immediately. Leo Maller, 14 Maujer Street, Brooklyn 6, New York.

Radio engineer, 29, single, first class phone license, 6 years radio experience in test, development and construction. E.E. college credit. 4 years Naval chief radio technician. A. Goldenberg, 3051 Ocean Avenue, Brooklyn 29, N. Y.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Chief engineer, 14 yrs. radio, complete staff operators-announcers, will operate new western station, profit-sharing salary. Box 1298, Hollywood, Calif.

Available: Radio's Reliable Resources Box 413, Philadelphia, has high-ranking production man, chief engineers.

Available now—program director. Ten years' experience in all phases of programming. Alert to every opportunity of building and holding an audience. Thorough working knowledge of both large and small station operation. Guarantee top notch production and ability to get results for clients. Excellent references. Sober, reliable veteran, married, 38. Desire permanent connection with established station. Box 353, BROADCASTING.

TIMER CLOCK . . .

Awaken to Music!

These 72-hour brass clock movements will turn on and off radios, signs, burglar alarms, or any electric appliance. The 24-hour dial 2" in diameter, can be set for any interval either on or off, from 1 to 23 hours in 1/2-hour steps. The switch in this clock is a standard 3-ampere 125-volt toggle type and may be turned on or off at any time without disturbing the dial setting. Cased in 3" plywood tube 3 1/2" long. Treated to resist fungus.

ONLY **$1.98** Postpaid

Send cash, check, or money order to Clocks, Box 119, Topeka, Kan.

WANTED

Two expert announcers, who know how to produce and present record shows. Either or both should know the basic principles of sports and news.

Also, desire services of expert copy writer, man or woman.

These positions are with aggressive station and hard work will be recognized quickly. No prima donnas or thwarted network men are wanted. Men must have at least two years experience. Openings will be immediate. Send complete background, references and audition disc to: Gen. Mgr., KNOE, Monroe, La.

TRANSCRIPTION COMPANY

Wants Sales & Promotion Man. Also secretary - stenographer; thoroughly experienced in the business end of producing and merchandising syndicated programs. Excellent opportunity.

BOX 332, BROADCASTING

Situations Wanted (Cont'd)

Chief engineer, local to 5 kw, AM, FM midwest station, desires full responsibility engineering department. Eleven years experience includes directional antennas. Recently supervisor 5 kw. Box 360, BROADCASTING.

Radio news editor, experienced, congenial, cooperative. Will take complete charge newsroom and build better newscasts for city, country and regional listeners. No broadcasting. Especially valuable for organization owning newspaper and radio station. Extensive newspaper and news agency background American and foreign countries. In radio four years. Presently employed. Non-alcoholic, not GI. Address Box 359, BROADCASTING.

Young married vet, announcer with news background, desires staff work. Middlewest, west or north network affiliate preferred. Limited experience but can furnish excellent references. Now employed network radio non-broadcast position. Disc available. Box 358, BROADCASTING.

Announcer, Veteran, 28. Willie Jaeger is ambitious, conscientious, reliable. Graduate of accredited radio college. Will send disc. Go anywhere. 5605 S. Keeler, Chicago 29, Illinois.

Versatile announcer—Veteran 21, three years microphone experience. Two years newscasting, commercial experience, while in Army. Also graduate from best announcing school. Box 357, BROADCASTING.

Engineer—Capable engineer of seventeen years experience in AM and FM interested in construction work at new station and remaining as engineer. Box 356, BROADCASTING.

Engineer—An opportunity to employ an engineer with years of experience who would be capable as a chief engineer if modest housing facilities can be found your area. Box 355, BROADCASTING.

First class engineer available—Former Signal Corps man. 3½ years experience in standard broadcasting. Transmitter control, recording, remotes. E. F. Brown, 1125 12th St., N. W., Apt. 74, Washington, D. C.

Announcer, ambitious, 24, dependable. 1 year Columbia College radio—some experience—news, record programs, etc. Prefer small station, East or Southeast. Arthur Kellar, 393 Stanhope Street, Ridgewood, L. I.

Announcer, veteran, experienced, will travel. Box 362, BROADCASTING.

Young veteran announcer some experience will go anywhere. Box 363, BROADCASTING.

Engineer, first class phone, five years transmitter work, 33, sober, married, desires change. Central to west preferred. Box 364, BROADCASTING.

For Sale

Film recorder, model A recordergraph, manufactured by Frederick Hart & Co. 1½ hours recording time. Good as new. Box 346, BROADCASTING.

Cutting head, Presto model 1-C, new, 8 ohms., $85.00. 1 cutting head Presto model 1-B, 8 ohms., $30.00. 3 sapphire cutting needles, long shank, never been used, $3.00 each. 13 sapphire cutting needles, long shanks, just resharpened, $1.50 each. Box 347, BROADCASTING.

For sale: 1,000 watt 6-B Western Electric transmitter. Excellent condition. Ready for immediate delivery. Any reasonable offer will receive consideration. KVNI, Coeur D'Alene, Idaho.

350' Truscon tower tapered, triangular, base insulators, excellent condition. Priced reasonable. Available early spring 1947. RCA type 96A limiting amplifier, complete with tubes and regulated power supply, price $275. RCA type 300A phase monitor for directional antenna employing up to 6 elements, complete with tubes, price $225. Solovox complete, price $100. Wire or write Robert Sinnett, Chief Engineer, Radio Station WHBF, Rock Island, Illinois.

FM broadcasters! This is your opportunity! For immediate delivery a slightly used 250 watt FM transmitter with one set of operating tubes and one set of spare tubes at a bargain price of $3,000 cash. Duplication of order reason for sale. Inspection invited. Box 248, BROADCASTING.

For sale—3000 feet of ground wire, immediate delivery. Radio Station WWSC, Glens Falls, N. Y.

Wanted to Buy

15 years manager of station wishes to buy, or buy interest in, and manage southern station. Address Box 343, BROADCASTING.

Petrillo

(Continued from page 18)

(1) of the Act unconstitutional, Judge La Buy commented:

"Whether or not the objectives sought to be attained by this statute are or are not economic evils which should be restrained or suppressed are questions not within the province of this court.

"This court does not hold that Congress is powerless to act or that the declared objectives of this law are beyond the reach of federal legislative control. The only question before the court is the constitutional aspect of this statute as it was written by Congress. On this question the court is of the opinion that this statute is unconstitutional for the reasons above stated."

The opinion pointed out that the Government's Criminal Information, filed last June, charged that "coercive practices by the defendant were only with reference to subsection (a) (1) of Section 506." That is the portion of the Act making it unlawful to "coerce, compel or constrain or attempt to coerce, compel or constrain" a licensee to employ "or agree to employ" any persons in excess "of the number of employes needed" by the licensee.

Vague Terms Cited

"There is no means, or guide, or standard by which the defendant may know 'the number of employes needed'," said the decision. "This is established by the licensee without prior knowledge upon the part of the person subjected to prosecution for violation of the section." Judge La Buy held that "such a provision in a criminal statute violates the established principle that a statute which either forbids or requires the doing of an act in terms so vague that men of common intelligence must necessarily guess at its meaning and differ as to its application violates the first essential of due process of law." He cited a 1926 court decision to bear out his contention.

Throughout his opinion Judge La Buy cited court decisions. He held that under Section 506 of the Communications Act "defendant cannot know whether he is doing that which the statute prohibits or as acting lawfully." His "guilt or innocence is subject wholly to the whim of others," said the court.

"Life and liberty may not be imperilled by or be subject to such a frail and uncertain device as one man's opinion against another's," said Judge La Buy. "The will of an individual to make an act a crime or not, depending upon his own judgment is abhorrent to our form of government." He ruled that subsection (1) of Section 506 (a) "is patently defective in its failure to define with reasonable certainty the crime charged."

Judge La Buy held the Lea Act violates the First Amendment, in which "the guarantee of peaceful picketing is found in the specific guarantee of freedom of speech." The Government had charged that to accomplish his demands Mr. Petrillo ordered pickets outside WAAF studios.

As for the strike, Judge La Buy found that "the guarantee of freedom to withdraw from employment or refuse to accept employment is found in the specific guarantee of the Fifth and Thirteenth Amendments."

In a Class Apart

"Broadcasting station employes are placed in a class separate and apart from those of all other employes in the United States," said the opinion. "As a result the broadcasting station employes are singled out and held to a more rigid rule than any other employes; they have not the same rights and privileges as other employes; they are penalized and prohibited in their contractual negotiations, while other employes enjoy the right which is denied them. . . . This segregation and classification plainly falls within the arbitrary group of class legislation."

Mr. Petrillo, interviewed at his office in Chicago following the decision, said: "Thank God our Federal courts preach democracy and practice it. The Supreme Court belongs to all the people. It defends the rights of 200,000 musicians trying to earn an honest living as well as a few broadcasters, and the NAB.

"I've always had confidence in the Supreme Court—even in 1926 when the Circuit Court issued an injunction against us for pulling our men out of motion picture houses on Labor Day. The judge didn't even send for me."

Mr. Petrillo wouldn't announce his future plans with reference to demands on radio, but commented: "We've always gotten along fine with the networks. It's only a few broadcasters who cause us trouble. Everybody knows they hate labor because they don't want anybody to make money but themselves."

He declined to comment on whether he would renew his fight to force WAAF to hire three extra members of his union. Asked if he felt he was in better position to negotiate with the NAB at proposed meetings with President Miller, the AFM chief said:

"We have nothing to negotiate. The NAB has no authority to negotiate simply because the broadcasters are afraid to give it to them." He declined to comment when asked if he planned to order independent stations to employ staff musicians in excess of present employes.

Advertising Club Speaker Lauds Marketing Surveys

MARKETING research has progressed in two decades from infancy to a key place in guiding the course of industry and advertising Dr. Virgil D. Reed, associate director of research, J. Walter Thompson Co., told the Tuesday luncheon of the Advertising Club of Washington. He cautioned that control of marketing research by promotion departments defeats the purpose of such studies.

Dr. Reed called for support of the U. S. Census Bureau and said its decennial census was the biggest marketing research job in the world. He formerly was acting director of the bureau. Marketing research, above all, must be objective, he said, as well as close to top management and operating departments.

Knaack Named Technical Head of Godofsky Outlets

FRANK KNAACK has resigned as chief engineer of WLIB Brooklyn to become technical director of the radio interests of Elias I. Godofsky, who holds permit for an FM station in Hempstead, L. I., and has applied for a standard station there. Mr. Godofsky, formerly president and general manager of WLIB, also has announced that other personnel associated with him include Dr. Frank Kear, consulting Washington engineer, Ben Adler, former chief facilities engineer of ABC, facilities consultant, and Fred A. Semmens, CBS architect, studio designer.

Construction of the Hempstead FM station has been under way since Nov. 1, Mr. Godofsky said.

INCREASE
YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance—you may not have capitalized completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1566 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

Coal Strike Hits Radio Set Deliveries

Rail Shipment Embargo Affects Distributors, Dealers, Public

BECAUSE of the walkout of the soft coal miners many an American family will not find that new radio set under its Christmas tree on Dec. 25. The embargo on freight shipments put into effect by the government as a coal saving measure during this critical time means a virtual halt in the flow of materials and parts into radio factories and of finished receivers from the manufacturing plants to warehouses, stores and homes.

In addition to blocking deliveries of parts and materials to factories and of finished receivers to dealers, the halt in shipping also will inevitably add thousands of workers in the radio manufacturing plants to the roll of the nation's unemployed. While they asked not to be quoted directly on the subject because of possible adverse effects on employe morale, executives of several major manufacturing companies said that if the shutdown continues through this week they will have no alternative but to shut down completely.

Henry G. Baker, general sales manager of the RCA Victor home instruments department, told BROADCASTING last week: "Our supply of components is so limited that the embargo will seriously curtail production as well as hamper shipments to dealers. We and our dealers will be accutely affected both in the production and delivery of merchandise for the Christmas market."

"There is no question about the seriousness of the situation," I. J. Kaar, manager of the receiver division of General Electric Co. at Bridgeport, stated. Receivers have been moved as fast as they could be made, he said, with no opportunity to build up a reserve supply, either at the factory or on the dealers' shelves. Some dealers may still have a few sets on hand, he said, and there are some receivers in transit which may still be delivered, but no more can be shipped as long as the embargo is on, which means a definite curtailment of the anticipated volume of pre-Christmas sales.

Emerson Radio & Phonograph Corp. also will be "seriously affected" by the embargo, Charles O'N. Weisser, sales promotion manager, stated. The company's shipments of merchandise to dealers for Christmas sale are far from completed, he said, and Emerson had planned to continue deliveries right up to Christmas Eve. Trucks will be used as far as possible to handle deliveries, he said, admitting that this would not be of much help for points very far away from New York.

Philco Hard Hit

Philco, too, will be hard hit. A spokesman for this organization pointed out that labor troubles earlier in the year had prevented the building up of any backlog of receivers and that Philco dealers are still rationed, getting only fractional allotments of sets instead of their full orders.

Serious enough for the makers and retailers of AM and FM radio sets, the situation borders on the tragic for the television industry. Halted in 1940 by the FCC's demands for universally accepted standards and since then by the war, the video set makers have spared no effort to get as many sets as possible to the public this Christmas. They are now stopped again.

One leading television receiver manufacturer, Allen B. Du Mont Laboratories, reported that while there are enough component parts on hand to enable the factory to keep going for a short period, unless the embargo is lifted in the near future the situation will be extremely difficult. Located in Passaic, N. J., the Du Mont plant can move completed sets to dealers in the New York area by truck, but will have to pass up other markets for the duration of the embargo.

U. S. Coal Drive

BROADCASTING stations were asked last week by Secretary of the Interior J. A. Krug to join a campaign led by State governors to conserve coal. The Solid Fuels Administration has prepared and distributed to governors of most States a kit of radio material. This kit includes a 15-minute talk and 10 one-minute announcements. Already governors of 32 States have pledged to cooperate in the campaign.

Truman Coal Talk

PRESIDENT TRUMAN was to be heard on all four networks Sunday at 9:30 p. m. with a message on the coal strike. It was recalled that the nationwide railroad strike was settled last spring just a few minutes before the President made a radio appeal for employes to return to their jobs.

Du Mont to Televise Yankee Baseball and Football Games

ALL HOME games of the New York Yankee Baseball Club and the New York Football Yankees during 1947 will be televised exclusively by the Du Mont Television Network, it was announced last week by Larry S. MacPhail, president of the Yankee Baseball Club; Daniel R. Topping, president of the Football Yankees, and Leonard F. Cramer, executive vice president of Du Mont.

The Du Mont Network presently includes two stations, WABD New York and WTTG Washington, both owned by the Du Mont organization, but by the opening of the baseball season next spring two more video affiliates may be added, giving the network outlets in Philadelphia and Boston as well.

In addition to the 77 home baseball games and seven home football games scheduled to be played at Yankee Stadium next year, the Du Mont contract also calls for telecasts of 11 Yankee baseball games from each of three other cities, Washington, Boston and Philadelphia, facilities permitting, and if clearance for the telecasts can be secured from the American League teams in those cities. Philadelphia and Washington will be linked to New York by AT&T's coaxial cable for these telecasts and the Boston connection will be via the experimental radio relay circuit which AT&T expects to have ready for operation by spring.

Price of the video rights to the Yankee games was not disclosed but Du Mont, which has televised this fall the Yankee football contests each Sunday afternoon, with Ford Motor Co. as sponsor, reportedly won the contract in competition with an $80,000 bid from NBC. According to gossip in sporting circles, Du Mont won the nod because the Yankee management was annoyed at NBC's having tied up the Giants first. NBC spokesmen admitted that an understanding with the Giants had been reached but denied that a contract has as yet been signed. In any event, with CBS holding video rights to the home games of the Brooklyn Dodgers, New York television set-owners are assured of ample baseball fare next summer.

WTOD-FM Starts

WTOD-FM Toledo was scheduled to open Saturday at noon, with a broadcast of the intersectional football game between Toledo U. and Bates U. as the inaugural program. FCC has authorized station to broadcast with unlimited time and using power up to 23,000 w on a frequency of 97.7 mc. Initially WTOD-FM will broadcast seven days a week until 9 p. m., Edward Lamb, president of Unity Corp., owner, announces. Studios, transmitter site, programming and other features are separate from the standard station, WTOD.

WIBW-FM DEDICATED; NOTABLES TAKE PART

SPEAKING at dedication ceremonies of WIBW-FM were (l to r): Henry Blanke, general manager of Capper Publications Inc.; Ben Ludy, general manager of WIBW, WIBW-FM and KCKN; Sen. Arthur Capper, president of Capper Publications, and K. C. Marquardt, chief engineer.

WIBW-FM Topeka, newest radio property of Capper Publications Inc., was formally dedicated in ceremonies presented simultaneously over WIBW and WIBW-FM Dec. 2. The program featured messages from Gov. Andrew Schoeppel of Kansas, Mayor Frank Warren of Topeka, Sen. Arthur Capper, FCC Commissioner E. K. Jett speaking from Washington, and Ben Ludy, general manager of WIBW, WIBW-FM and KCKN.

Following the dedicatory broadcast WIBW gave a dinner at Topeka's Jayhawk hotel for business leaders, radio dealers and distributors, who witnessed a demonstration of FM broadcasting and receiving. Practical application of FM broadcasting in the commercial world was explained by Everett Dillard, owner of KOZY Kansas City and W3XL-FM, Washington, D. C.

WIBW-FM is operating daily 2-10 p. m. on 102.5 mc, FM channel 273.

Oakland Stations Continue on Air

OAKLAND stations stayed on the air during the two-day general strike which tied up the city last week, providing public service during the critical period.

KLX, operated by the *Oakland Tribune*, operated without AFRA announcers and union engineers when the Tribune Bldg. was picketed and the employes refused to cross the line. The station cancelled commercial programs but continued with announcements and recordings.

KWBR KRE and KROW were not picketed and operated normally during the stoppage, joining KLX in keeping the public informed of strike developments. With suspension of Oakland newspapers and stoppage of deliveries of San Francisco newspapers the stations were the sole source of information and news.

KGO San Francisco set up headquarters in Oakland during strike.

Election Results

RESULTS OF the New York AFRA local board election held Nov. 26, announced last week, were: William P. Adams, Edward Begley, Alan Bunce, Clayton Collyer, Staats Cotsworth, Eric Dressler, Minerva Pious, Luis Van Rooten, Ned Wever, representing actors; Frank Gallop, Ben Grauer, Edward J. Herlihy, Tom Shirley, Dwight Weist, representing announcers; Irene Beasley, Gordon Cross, Travis Johnson, Felix Knight, Alex McKee, Margaret Speaks, Leonard Stokes, for the singers; Gene Rayburn, representing independent station staff announcers; Jack Amrhein, representing sound effects.

WKBW-WGR SEPARATED; BACON GETS NEW POST

TWO OF Buffalo's pioneer stations —WGR and WKBW—were formally divorced last Monday with the transfer of the former station to Leo J. Fitzpatrick-I. R. Lounsberry ownership. The transfer, approved by the FCC last month at a figure of $750,000, resulted from the anti-duopoly rule. WKBW, 50,000 w ABC affiliate, remains under ownership of Buffalo Bestg. Corp.

Mr. Bacon

Coincident with the separation, H. W. Deyo, BBC president, announced the appointment of John A. Bacon, sales manager of both stations for the past decade, as vice president and general manager of WKBW. Mr. Bacon has not yet completed staff reorganization but will announce executive appointments shortly. A national representative also will be named probably this week.

Mr. Fitzpatrick, former vice president and general manager of WJR Detroit, is the majority stockholder of the CBS affiliate WGR. Mr. Lounsberry, co-founder and executive vice president of the BBC stations until the duopoly separation, is executive vice president and directing head of the new WGR Broadcasting Co., and is Mr. Fitzpatrick's partner. Free & Peters Inc., national station representative which had represented both stations for 15 years, will continue for WGR alone, under a new contract executed last Tuesday with H. Preston Peters, president.

Addresses Radio Council

MRS. DORIS CORWITH, of NBC's public service department, Dec. 2 discussed responsibility of radio listener and broadcaster, each to the other, at third annual meeting of Saginaw, Mich., Radio Council.

AFRA Negotiations Are Suspended

Sustaining Wage Scale Reported Reason For Halt

AFRA-NETWORK labor negotiations, after more than nine weeks, halted Thursday night in what was authoritatively described as a "temporary suspension."

AFRA officials walked out of negotiations at 6:13 p.m. Thursday. Neither they nor the network executives would officially disclose the reason for the break-down, but a responsible source reported that the walk-out may have been precipitated by a dispute over wage scales in the sustaining program code which had been under discussion.

AFRA was mum about its plans, but it was thought that the union leaders may intend to present a report on the state of negotiations to the AFRA executive board and seek instructions on future methods of procedure. There were no indications, however, as to when or if the executive board would meet to consider the problem.

Some Agreement

Before negotiations were suspended, the union and the industry were said to have reached agreements on several points which had been at issue. It was not known whether the new turn of events would influence any of those agreements.

One point which had been at least tentatively settled, it was said, concerned wage rises in the commercial program code. BROADCASTING learned Tuesday that the networks had proposed an overall 20% increase on the AFRA national commercial code which applies to salaries of actors, singers and announcers.

BROADCASTING also learned that the problem of contract duration had been solved by the negotiators. Terms of the contract will extend over a period of two years with the expiration date set for Oct. 31, 1948. However, a clause was inserted giving AFRA the right to cancel the contract (on 10 days' advance notice) after Nov. 1, 1947, with the privilege of reinstatement or retermination. It was understood, however, that AFRA had extended a "gentlemen's agreement" not to terminate the contract on any date after Nov. 1, 1947, without first securing a majority "strike vote" from its membership in each of its locals in New York, Los Angeles, Chicago and San Francisco.

Composition and function of the "fact finding" industry labor committee also was clarified in last week's earlier discussions [BROADCASTING, Dec. 2]. The committee will include four representatives of the four networks, four AFRA members from its national headquarters, four representatives from the independent stations to be appointed by President Justin Miller of the NAB, and four representatives of AFRA locals throughout the country to be appointed by the national board of AFRA.

The committee will serve as a "fact finding" group on AFRA-network differences which would include "unfair stations" disputes. It will not have the power to act as a arbitrator in any of the disputes but will make recommendations to the industry and AFRA, after investigation.

Out-of-town network principals present at the week-long negotiations were: from the West Coast, Lewis Allen Weiss, Don Lee Broadcasting System; Sidney Strotz, NBC; Don Thornburgh, CBS; Frank Samuels, and Don Tatum, ABC; from Chicago: Glenn X. Snyder, WLS; James Stirton, ABC; Frank Falkner, CBS, and Jules Herbuveaux, NBC.

Indications that the present breach may not be irreparable was seen in the "on-schedule" departure of many of these executives for their home bases.

Disc Identity

(Continued from page 15)

Section 3.407 as set forth in the order of May 29, 1946, and having considered the briefs and oral argument in the above-entitled cause,

IT IS ORDERED, That Section 3.407 and 3.288 BE AMENDED to read as follows:

Mechanical records—Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each such program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval and at the conclusion of the program; **Provided, however,** That the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, symphony concert, or operatic production of longer than 30 minutes.

(b) Each such program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of 5 minutes or less, consisting in whole or in part of mechanical reproductions, shall be identified by appropriate announcement immediately preceding the use thereof; **Provided, however,** that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Program Quiz Is Omitted From Hearing on Don Lee

PROGRAM service quiz portion has been deleted from the forthcoming inquiry into network practices of Don Lee Broadcasting System, according to order adopted last week by FCC amending certain of the hearing issues. The Commission will concentrate on determining whether or not the rule (Sec. 3.104) limiting time optioned from affiliates for network programs has been violated.

Originally termed an unprecedented action on the part of the FCC [BROADCASTING, Feb. 25], such inquiry centers on renewal hearing of KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ and KHJ-FM Los Angeles, all licensed to Don Lee. Hearing is set for Jan. 14. Also deleted in the amended order is issue of whether or not applicant is legally, technically, financially and otherwise qualified to operate stations.

GB Radio Freedom Is Cited by Winant

Great Britain's BBC Experience Used to Illustrate Talk

JOHN G. WINANT, former U. S. Ambassador to Great Britain, last week said that freedom of radio information exists in Britain despite "conditions approaching governmental monopoly."

Speaking at a dinner of Survey Assoc. held at the Roosevelt Hotel, New York, Mr. Winant, now U. S. Representative to the UN Economic and Social Council, specifically referred to Great Britain's experience with the BBC. He said that freedom of information under government monopoly was possible "provided that people believe in such freedom and limit the power of monopoly by the political controls of democracy."

Mr. Winant explained that "we should not accept such conditions but progress toward a freer flow of information can be made in spite of them. The struggle to extend the rights of people to know can be won in the long run only by combining constructive action in this broader sense with attacks upon specific barriers like censorship and monopoly. The whole cause could be lost if we dissipate our strength in ideological arguments."

WINS Denied SSA

CROSLEY outlet in New York, WINS, last week was denied by FCC its application for a two month special service authorization for unlimited time operation on 1010 kc with 10 kw nighttime and 50 kw to local sunset, employing directional fulltime. WINS is assigned 10 kw fulltime on 1010 kc, holds construction permit for 50 kw and last month received modification thereof for extension of completion date to Jan. 24. CP was originally granted in 1942.

At Deadline ...

FCC ISSUES 17 FM CPs; 6 CONDITIONALS

SIX FM conditional grants and 17 FM CPs announced Friday by FCC. CPs include two issued "in lieu of previous details."

Comr. E. K. Jett dissenting, Commission denied KONO San Antonio petition for grant of FM application without hearing. FM case consolidated with KONO renewal application, one of six awaiting hearing on program factors, now set for Jan. 6.

Los Angeles FM application of Pacific Broadcasting Co., FM grantee for San Francisco, put into Dec. 16 hearing on AM-FM application of Hollywood Community Radio Group and AM applications of Coast Radio Broadcasting Corp., Los Angeles; Huntington Broadcasting Co., Huntington Park, and San Gabriel Valley, Monrovia [BROADCASTING, Dec. 2].

FM conditional grants to KUOA Siloam Springs, Ark.; KHSL Chico, Calif.; Everglades Broadcasting Co., Miami, and Independent Broadcasting Co., Des Moines, for Class B stations, all subject to further review and engineering approval. Conditionals for Class A stations to Advertiser Press Inc., Flint, Mich., and KSPI Stillwater, Okla.

Construction permits as follows (power is effective radiated power; antenna height, height above average terrain):

Mobile, (Ala.) Daily Newspapers—Class B; 94.1 mc (Channel No. 231); 51 kw; 285 feet.
WJNO Inc. (WJNO), W. Palm Beach, Fla.—Class B; 99.1 mc (No. 256); 49 kw; 500 feet.
Times Picayune Pub. Co. (AM grantee), New Orleans, La.—Class B; 94.5 mc (No. 233); 270 kw; 575 feet.
Haverhill (Mass.) Gazette Co.—Class B; 96.1 mc (No. 241); 20 kw; 350 feet.
Knight Radio Corp., Detroit, Mich.—Class B; 95.3 mc (No. 237); 20 kw; 500 feet.
Lear Inc., Grand Rapids, Mich.—Class B; 94.3 mc (No. 232); 9.8 kw; 185 feet.
Times Pub. Co., St. Cloud, Minn.—Class B; 98.3 mc (No. 252); 50 kw; 425 feet.
Hudson Valley Bcstg. Co., Albany, N. Y.—Class B; 94.1 mc (No. 231); 2.1 kw; 1,130 feet.
Copper City Bcstg. Corp., Rome, N. Y.—Class A; 104.3 mc (No. 282); 1 kw; minus 5 feet.
Tri-City Bcstg. Co., Bellaire, Ohio—Class B; 100.1 mc (No. 261); 20 kw; 500 feet.
Crosley Bcstg. Corp. (WLW), Cincinnati, Ohio—Class B; 98.1 mc (No. 251); 11.5 kw; 610 feet.
L. B. Wilson Inc. (WCKY), Cincinnati, Ohio—Class B; 95.7 mc (No. 239); 31 kw; 430 feet.
Fort Industry Co. (WSPD), Toledo, Ohio—Class B; 98.5 mc (No. 253); 20 kw; 480 feet.
Rogue Valley Bcstg. Co., Ashland, Ore.—Class A; 105.1 mc (No. 286); 480 w; minus 1,750 feet.
Lancaster (S. C.) Bcstg. Co.—Class B; 101.5 mc (No. 268); 12.5 kw; 470 feet.
*Central Willamette Bcstg. Co. (KWIL) Albany, Ore.—Class A; 104.3 mc (No. 282); 710 w; 130 feet.
*Troy (N. Y.) Record Co. (WHAZ)—Class B; 92.5 mc (No. 223); 13 kw; 590 feet.

*In lieu of previous details.

'EQUAL OPPORTUNITY' ASSURED

THAT "all applicants will be given an equal opportunity with respect to any assignments made available as a result of the clear channel hearing" reiterated by FCC Friday. Includes 1030 kc (KOB Albuquerque regular assignment) and 770 kc (KOB SSA), Commission asserted, but made plain it expects to find "permanent assignment" for KOB. FCC saw "no useful purpose to be served in filing applications at this time for operation on 770 kc or 1030 kc." Commission outlined position in letter to Paul M. Segal, Washington attorney.

LICENSE RENEWALS for four stations announced by FCC Friday: To Nov. 1, 1949, WHNC Henderson, N. C., and KXA Seattle; to Aug. 1, 1949, WBAX Wilkes-Barre, WCOU Lewiston, Me.

SAYS NEWSPAPER OWNERSHIP NOT BANNED BY CONGRESS

NEWSPAPER ownership issue came up in hearing before FCC Examiner Abe Stein Friday afternoon in competing applications for 1490 kc, 250 w facility in Midland, Mich. Rep. Roy O. Woodruff (R-Mich.), veteran Congressman, a witness, questioned by Attorney Joseph F. Zias for Rich Publishing House Inc., said he felt no provision in 1927 or 1934 radio laws precluded newspaper from owning station, even if no other newspaper or station in community. Company publishes *Midland Daily News*.

Rep. Woodruff conceded newspapers and broadcast stations are competitive in dissemination of news, on questioning by Guilford Jameson, attorney for second applicant, Midland Broadcasting Co. Hearing wound up proceedings started early in week at Midland.

TWO AM STATIONS GRANTED FORT WAYNE

GRANTS for two new AM stations at Fort Wayne, Ind. and one at Woodward, Okla., announced by FCC Friday:

Fort Wayne, Ind.—Northeastern Indiana Broadcasting Co. 1380 kc, 5 kw, directionalized fulltime, engineering conditions. William A. Kunkel Jr., publisher Fort Wayne Journal Gazette, president, owns 17½%, holds options to purchase 57½% within 15 months.
Fort Wayne Broadcasting Co. 1090 kc, 1 kw, day only, conditions. Principals: Edward G. Thoms, engineer Indiana Bell Telephone Co., president, 33.75%; Walter Thoms, retail druggist, 33.75%; Clarence L. Schust, 10%; John Toothill, president-general manager Burns-Smith Co., station representative, 2.5%.
Woodward, Okla.—Woodward Broadcasting Co. 1450 kc, 250 w, fulltime. Principals: David D. Price, Economy Publishing Co., educational publishers, president, 1250 shares; Joel W. McBride, interested in several Oklahoma newspapers, 800 shares; Paul Russell Stone, Economy Pub. Co., 350 shares.

KXEL PLEA TO HEARING

KXEL Waterloo petition "for continuation of exclusive nighttime assignment of 1540 kc to KXEL" designated for hearing, FCC said Friday. At same time FCC denied KXEL petition to set aside Motions Commissioner's action allowing Rov Hofheinz and W. N. Hooper (owners KTHT Houston) to amend application for new New Orleans station to specify 1540 kc, 50 kw, DA fulltime. KXEL now 50 kw on 1540 kc, DA night.

TELEVISION SYMPOSIUM

VIDEO demonstrations by WBKB, talks by television leaders to feature Chicago TV symposium Wednesday. Commonwealth Edison Co., sponsor, invited Chicago agency account executives. Speakers: Paul Mowrey, ABC television director; Dick Hooper, RCA-Victor sales manager; Ardien B. Rodner Jr., Commonwealth Edison video promotion director; Reinald Werrenwrath, WBKB special events director. Directing plans: Fran Harris, Ruthrauff & Ryan, chairman; Alan Wallace, Needham, Louis & Brorby; Ken Craig, McCann-Erickson radio director; Russ Tolg, BBDO radio director.

DAY LISTENING UP

DAYTIME LISTENING up, evening down in three-month period ending Sept. 15, new C. E. Hooper Inc. audience report shows. Evening index 60.25; for same period last year 70. Daytime sponsored hours index increased, 82.75 in 1945 to 84.75 this year.

People

GLENN SNYDER, vice president and general manager of WLS Chicago, who suffered gall bladder attack in New York, much improved Friday.

FCC COMR. E. K. JETT named by Commission as alternate for Chairman CHARLES R. DENNY as member of President's Research Board, group of Cabinet and agency leaders set up to assure most effective use of Federal scientific activities.

RAYMOND M. OBERMILLER of FCC engineering staff and formerly with Globe Wireless, returns to Globe in New York.

CARL J. EASTMAN, vice president and Pacific Coast manager for N. W. Ayer & Son, named president of San Francisco Chamber of Commerce.

CHARLES W. BILLINGSLEY, after 3½ years in Army, joins Fuller & Smith & Ross, N. Y.

FORT INDUSTRY GETS VIDEO AND FM PERMITS FOR TOLEDO

CONSTRUCTION PERMITS for both television and FM at Toledo issued to Fort Industry Co., FCC announced Friday. TV grant for Channel 13 (210-216 mc), visual power 27.4 kw, aural 14.4 kw, antenna height 524 feet. FM grant for Class B station, 98.5 mc (Channel 253), 20 kw, antenna height 480 feet.

Commission said two television applications dismissed "because of lack of prosecution": those of Connecticut Television Co., Booth Hill, Conn., and Institutum Divi Thomae Foundation, Cincinnati.

TWO TV WITHDRAWALS BY DOROTHY THACKREY

WITHDRAWAL of television applications for New York, San Francisco without prejudice, leaving one for Los Angeles stand, sought of FCC by Dorothy Thackrey interests. Don Federson, vice president-general manager West Coast operations, said action taken since "full justice could not have been done with all three stations or even two."

If Mrs. Thackrey obtains Los Angeles grant, he added, "concentrated effort" will be made in that operation. "It is entirely possible that Mrs. Thackrey may later request reinstatement of applications for New York and San Francisco, perhaps one at a time," said Mr. Federson.

COLOR VIDEO APPEARANCES

FCC announced order of appearances at color television hearings starting 10 a.m. today (Monday) in Dept. of Commerce auditorium as follows (story on page 16): CBS, Frank Stanton, Adrian Murphy, Lawrence W. Lowman, Dr. Peter Goldmark, Donald Horton, William B. Lodge, Paul H. Reedy; RTPB, David B. Smith; RMA, Donald Fink; RCA-NBC, Dr. C. B. Jolliffe; Philco Corp., David B. Smith; Allen B. Du Mont Labs.; Westinghouse Electric Corp., R. N. Harmon; Cowles Broadcasting Co., T. A. M. Craven; Zenith Radio Corp., J. E. Brown; Television Broadcasters Assn., Jack R. Poppele; Federal Telephone & Radio Corp., Joseph Lampe; Bendix Aviation Corp., A. C. Omberg, F. R. Norton; Farnsworth Television & Radio Corp.; Continental Television Corp., Richard L. Campbell, H. Wallmer, Richard C. Mercher or Robert Kelmer; Emerson Radio & Phonograph Corp.

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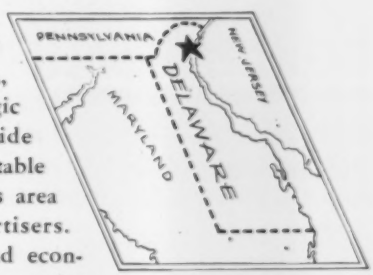

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